

Case Study: SportClips, Inc.

Business Challenge

SportClips, Inc. is a sports-themed hair salon with more than 500 locations around the country. Their target market is men and boys. SportClips utilizes radio, TV, print, and direct mail advertising to drive customers to their stores. Before implementing Venture Manager, SportClips franchisees had been able to pull down creative from their intranet site on print and direct mail templates then coordinate their local advertising, including direct mail, print, shared mail, and newspaper inserts. Management was not trivial, since each store needs to include its unique store number and other customized information on its mailers and other products. Stores also needed different quantities for their specific advertising vehicles. In addition, management was complicated by the fact that franchisees would use a whole range of different mailing list types and print vendors, resulting in a wide range of response rates and differing costs due to frequent small-quantity, one-off orders.

Results after Implementing Venture Manager

In order to implement Venture Manager most effectively for SportClips, PrecisionMailer's analytics team first determined the distinct characteristics of SportClips' customer base. We then built a custom site to incorporate all of their print, list, and direct mail programs into the application, while at the same time adding list choices specific to their ideal customer base.

With Venture Manager, franchisees are able to choose customer lists by radius, zip code, demographics, and psychographic profiles. They may also customize, view, proof, and order their products online after one short session on the Venture Manager Web site. We also added a bar code feature to their print coupons so that the customer could better analyze response rates to specific campaigns.

Venture Manager offers franchisees the ability to order prospect mailers, print-and-ship products, new-mover program mailers, stylist recruitment mailers and other local store marketing items. All order history and digital proofs are stored online for easy, 24/7/365 access and, the franchisees can pay securely online all in one place.

Venture Manager also removed the need for the corporate office to include an annual ad builder service on their intranet, which alone saved \$20,000/year in unnecessary expenses. Venture Manager also set up an approval hierarchy so that the corporate marketing department would have the choice to place orders on behalf of the franchisees or to allow the franchisees to place orders themselves.

SportClips franchisee owners tell us they are now able to place orders in 5-10 minutes instead of 5-10 days. As stated above, Venture Manager also eliminated the need for ad builder system saving \$20,000/year, lowered product and print costs by 10-20%, and saved valuable processing time for our franchisees that could be used to build and run their businesses.



Case Study: MaidPro, Inc.

Business Challenge

MaidPro, Inc. leverages a franchise-based sales network to purvey its home cleaning services nationwide through more than 100 franchisees. The company utilizes direct mail and print as their primary vehicles for lead generation. Before introducing Venture Manager, the company had in place an effective company intranet site offering dozens of creative options for several product lines to their franchisees. Franchisees would logon to the intranet site and select the creative design for the marketing collateral or direct mail piece they wanted to send to customers. However, the work of finding a printer, securing a list source, and selecting the right mailshop was left to each franchisee. In addition, franchisees had to coordinate all aspects of production, including scheduling and making payments to multiple vendors. These activities kept them from focusing on running their business.

Results after Implementing Venture Manager

PrecisionMailers built for MaidPro a customized instance of Venture Manager that includes a password-protected, web-based online ordering system with which to manage all of their print, list, proofing, and mailing services in one place. Venture Manager connects to a live, custom data feed that gathers customer mailing data according to MaidPro's ideal target market. In a matter of seconds after entering the system, franchisees receive real-time list counts and pricing options. And, by implementing Venture Manager, MaidPro was able to have access to a larger mailing format at lower prices through consolidated buying across multiple franchisees.

With Venture Manager, franchisees place individual orders or schedule recurring, monthly campaigns. Venture Manager also allows them to customize and proof their products right online. We included functionality that allows MaidPro the option to upload their own mailing lists, as well as the ability to enter addresses directly in order to mail to just a few hundred people in a given neighborhood. We also added MaidPro print-and-ship product offerings to the system so that franchisees could acquire those items more easily. All order history and proofs are stored online for easy, 24/7/365 access, and payments are made right online through our secure shopping cart function.

Response from franchisees has been overwhelming. Venture Manager has allowed franchisees to reduce their direct costs by 10%. The savings is actually much greater now that franchisees take minutes, rather than days, to place orders. In fact, franchisees tell us regularly that this is one of the best tools that the corporate office has made available to them since it gives them more time to run their businesses. This also makes Venture Manager more attractive to corporate offices since it creates an additional selling point for acquiring new franchises.

