

Case Study

**National Restaurant Chain Drives
Higher Engagement by Empowering
Local Owners and Operators to Send
Highly Personalized Messages**

sageflo

By combining Sageflo Radiate with the power of their customer engagement platform, a franchise restaurant chain with 900+ locations was able to create a hybrid marketing program that boosted confidence in their local campaigns.



The Challenge

Local Marketing at Scale

As a large national brand, the franchise restaurant chain places great emphasis on community involvement and empowering franchisee success. The corporate marketing team wanted to provide franchisees with the tools to send highly personalized email campaigns to their local customers, and at the same time maintain oversight control of brand standards and messaging.

Previously, the brand had worked with other solutions that tried to offer distributed marketing capabilities. However, these difficult-to-use solutions posed challenges to both franchisees, who struggled to utilize them, and the corporate marketing team, who spent far too much time supporting them, taking vital resources away from other strategic marketing efforts.

To effectively scale their local email marketing program, the restaurant chain's goal was to implement a new solution that works seamlessly with their customer engagement platform. The solution also needed to be simple and easy-to-use for non-technical users on distributed teams, ensure no message oversending, and require little support from the national marketing team. The brand knew they needed to get the distributed marketing capabilities right if they were going to see widespread adoption and success across their franchisees.

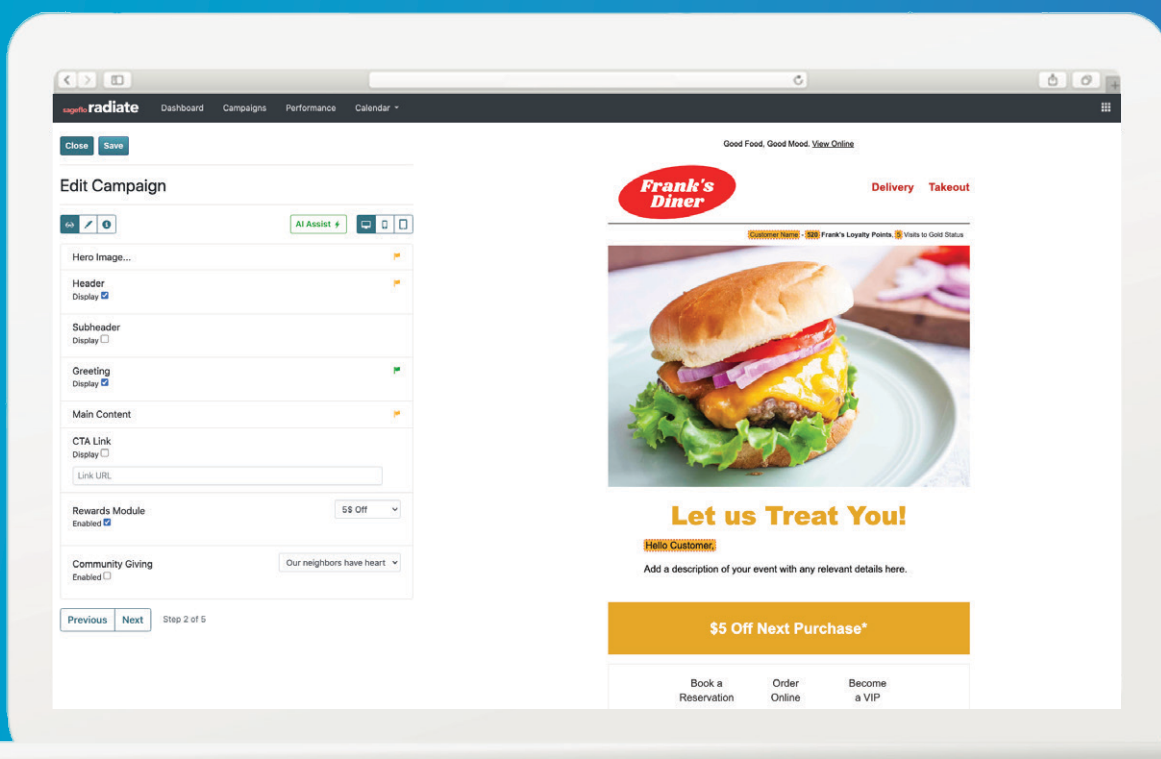
The Solution

Sageflo Bridges the Gap with a Simple, Streamlined Tool

Sageflo Radiate enables the brand's corporate marketing team to build multiple templates to ensure that local operators select approved assets to send brand-consistent messages. Admin controls also allow corporate to set limits on the amount of messages each location can send per week. In addition, the shared calendar ensures that national and local marketing teams are on the same page and always aligned on their promotions and messaging.

With Sageflo Radiate, franchisees were able to use the simple campaign builder and targeted audience segmentation to create locally focused campaigns, reaching out to their community for hiring events, location-specific promotions, community fundraisers, and emergency notifications. Marketing team members could quickly review and approve the messages in Radiate, ensuring the campaigns stayed on brand.

The ease of use for both local and operations teams resulted in successful, rapid adoption amongst the franchisees while reducing the amount of time needed to support local marketing efforts from the national marketing team.



The Results

Increased Quantity and Quality of Local Email Marketing

90%+

Adoption
by owners and
operators

134%

Higher open rate for
local marketing
campaigns

24x ROI

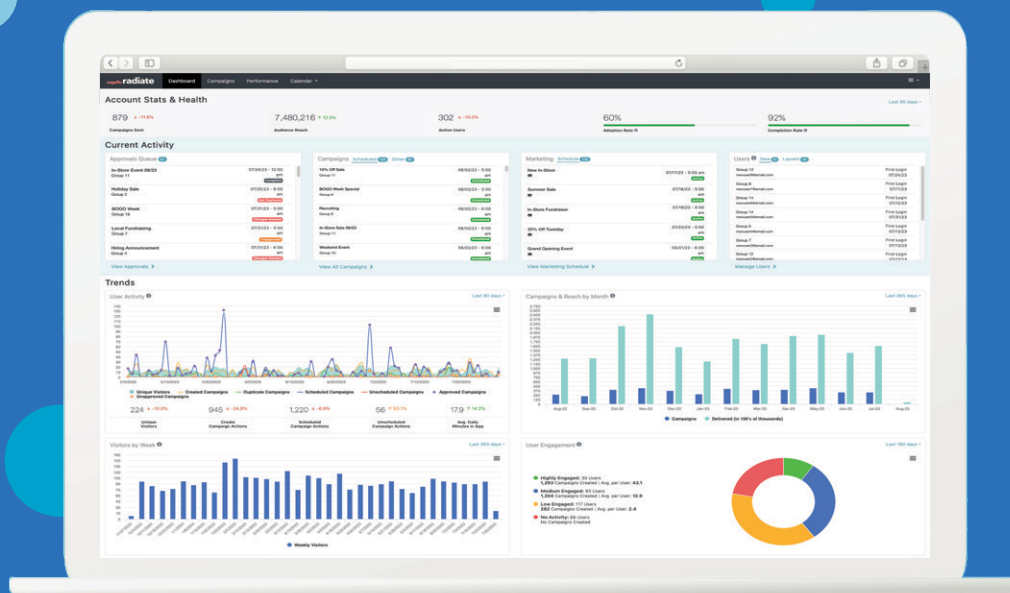
In new revenue

8

Weeks
to migrate all
campaigns

With Sageflo Radiate, local email campaigns showed higher performance and engagement. Due to more personalized and relevant content, messaging sent by franchisees had a 134% higher open rate than corporate marketing campaigns. Plus, A/B testing at the local level allowed the brand marketing team to quickly gain insight into which types of messaging worked well with regional audiences.

The brand saw a 24x ROI, recouping the investment cost of Sageflo Radiate in just the first three months. Local email marketing unlocked a new revenue stream that did not cannibalize any other existing marketing channel. In fact, it works alongside or even in support of national email marketing campaigns.



With branding guardrails, the no-code, user-friendly interface, and campaign approvals in place, the corporate marketing team could support franchisees in an effective way that does not require large overhead, freeing up availability to focus on other strategic marketing objectives.

Most importantly, the brand's implementation of the distributed email marketing solution empowered franchisees to have a meaningful impact on marketing to their own guests. The ability to send localized messaging has personalized the restaurant chain's customer experience and built a greater sense of community.

“Since launch, we’ve seen an increase in adoption from our franchise community over similar launches with past platforms. We attribute this to the ease of use within the platform itself — the step-by-step build process makes creating and sending emails easy and less daunting for many of our users. The ability for our operators to send customized email content to their communities has been incredibly valuable for connecting with their local guests.”

**Social & Digital @ Major Restaurant Franchise
with 900+ locations across the US**

Marketing Made Local

About Sageflo

Sageflo Radiate is the distributed marketing solution that empowers franchise, multi-brand, and multi-location teams to easily send branded, local email and SMS. With Sageflo Radiate, enterprise companies scale their marketing at the local level, building community-focused connections, and driving customer loyalty and increased sales.

Sageflo is trusted by leading brands and seamlessly integrates with major ESPs and customer engagement platforms.

✉ info@sageflo.com

🌐 www.sageflo.com

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