



**WELCOME TO THE FRANCHISE INDUSTRY'S
MOST COMPREHENSIVE CONTENT MARKETING
AND FRANCHISE DEVELOPMENT SOLUTION**

Managed Storytelling

1851Franchise.com started as a franchise industry publication, featuring timely and topical franchising news stories, attracting more than 200,000 monthly readers including franchisors and, more importantly, potential franchisees. Over time, 1851 evolved to become the industry's most comprehensive content marketing and franchise development solution.

Each brand that joins 1851 receives a dedicated page to host content on a third party industry publication, earning instant credibility. The 1851 team works directly with brands to uncover the best stories and tells them in the most compelling way to attract potential franchisees. Once a story is created, the magic begins. Read on to see how we make the magic happen.



Write the perfect story to appeal to your exact target audience



Drive traffic to your franchise development website



Show the most popular stories so prospects see the buzz about your brand



Get validation from a third party source



Distribute your story through your social media channels

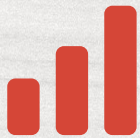


Control the comments so your brand ambassadors can celebrate



Host an application so prospects can easily inquire

Targeted Engaged Audience



Push story through **AMPD**,
1851's proprietary defined
audience advertising program



Put story in front
of a **defined audience**

Mark

Chicago, IL • 35 years old

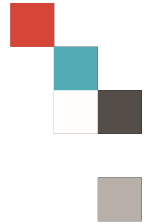
- Salary: \$150,000/year
- Single Family Home
 - Married, 2 kids
 - VP
- Always wanted to own his business
- Likes sports & restaurants



Megan

Naperville, IL • 48 years old

- Net Worth: \$1 million plus
- Single Family Home
- Married, 3 kids
- COO
- Parents were entrepreneurs
- Inspired by her family to look at business opportunities



Targeted Engaged Audience (Cont'd)

Your Brand's Buzz

CHICAGO

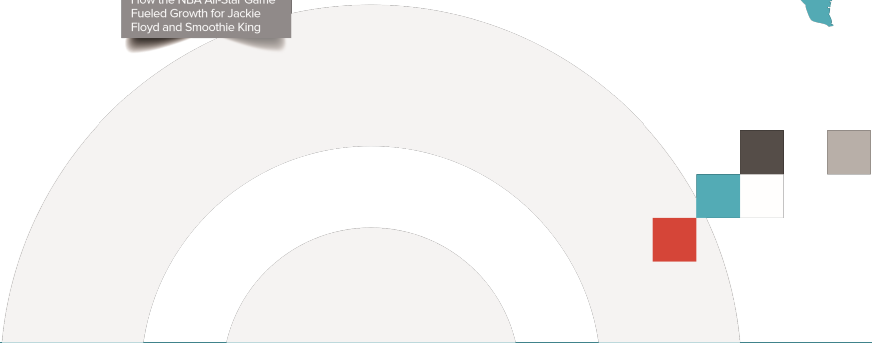
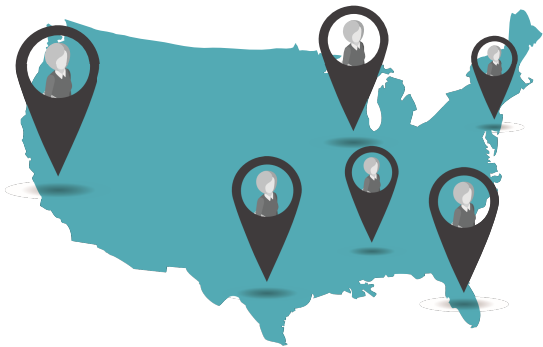
Smoothie King Introduces Tropical Fruit Extension to Popular Lean1 Line

Smoothie King Celebrates 750 Unit Mark

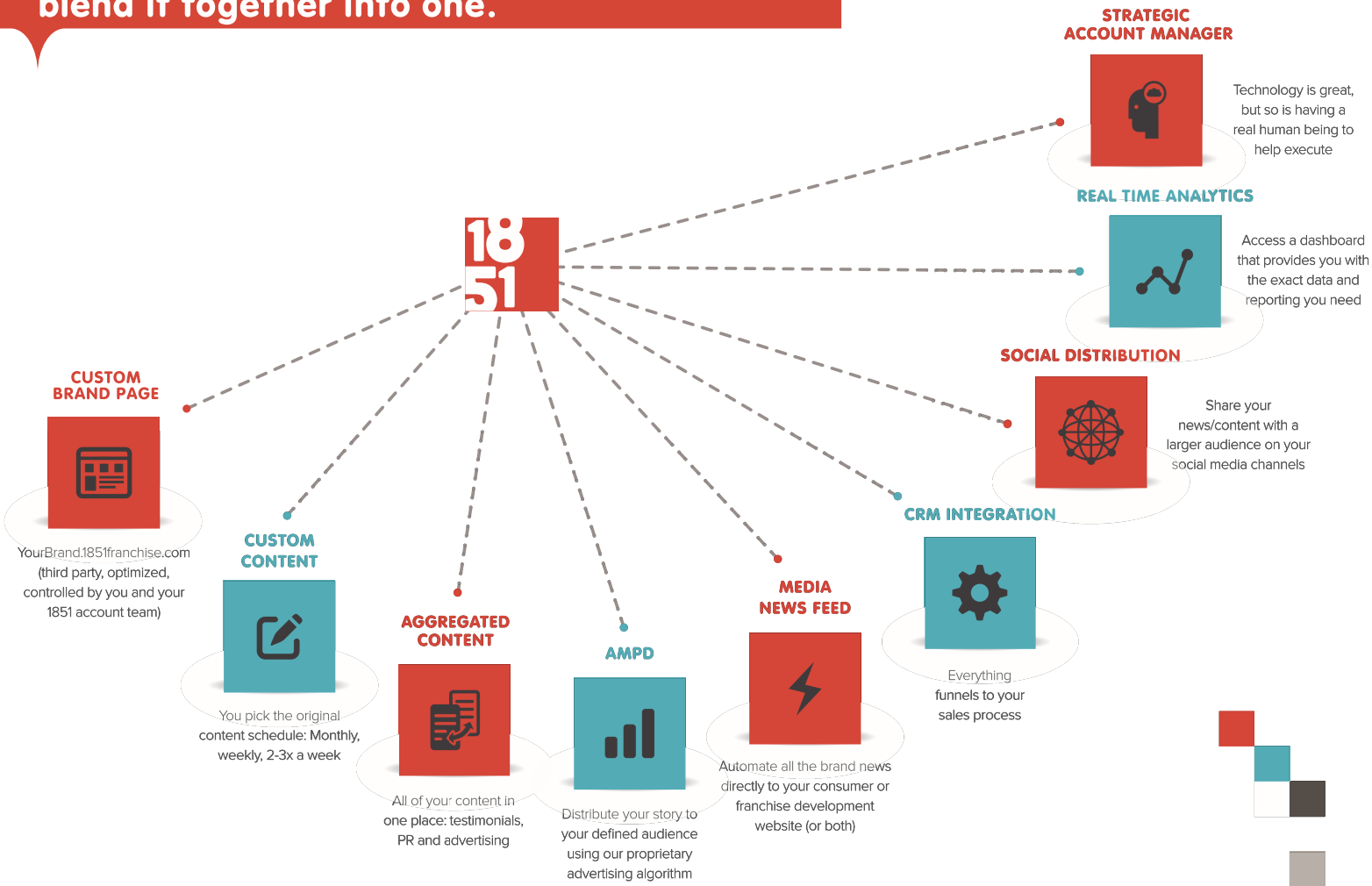
Smoothie King Serves Hospitals

How the NBA All-Star Game Fueled Growth for Jackie Floyd and Smoothie King

Find more Megans by crafting appealing content and putting your story in front of people that fit the profile of your perfect franchisee in your exact target markets.



How we take a little marketing, advertising, PR, social and digital and blend it together into one.



Testimonials



“



Hands down the most important development tool in franchising. It helped us close our first non-broker deal in years.

SCOTT THOMPSON

VP Development
Premium Franchise Brands

“



The franchise industry has been waiting for innovation that works. 1851 helped tell our story on our way to closing more than 100 deals in 12 months.

CHAD TRAMUTA

Franchise Development Manager
Smoothie King

“



1851 increased our web traffic significantly and our leads by a 10x multiple. As the pilot brand for 1851 in 2014, we were able to sell 5 times the franchises that we sold in 2013.

PHILIP SCHRAM

Chief Development Officer
Buffalo Wings & Rings

“



We spent \$400 on a specific growth market and sold a franchise.

MATT KELTON

Chief Operations Officer
Showhomes

Pricing



Visibility

\$1,000
/month

- 1 article, 1 call a month
- Ability to AMP story
- Access to analytics dashboard and tool

Frequency

\$3,000
/month

- 4 articles, 2 calls a month
- Ability to AMP stories
- Access to analytics dashboard and tool
- Strategic account manager to provide development strategy and content direction

Enterprise

Custom packages mean custom pricing

- Strategy workshop
- Franchise sales audit and consultation
- Access to analytics dashboard and tool
- Strategic account manager to provide ongoing development strategy and content direction



1851franchise.com

No marketing campaign should be one size fits all. Let us find your fit. Contact us for a demo!



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