

# White Paper:

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**HOW TO FIND MORE  
QUALIFIED FRANCHISE  
LEADS WITH LESS EFFORT  
AND LESS MONEY**



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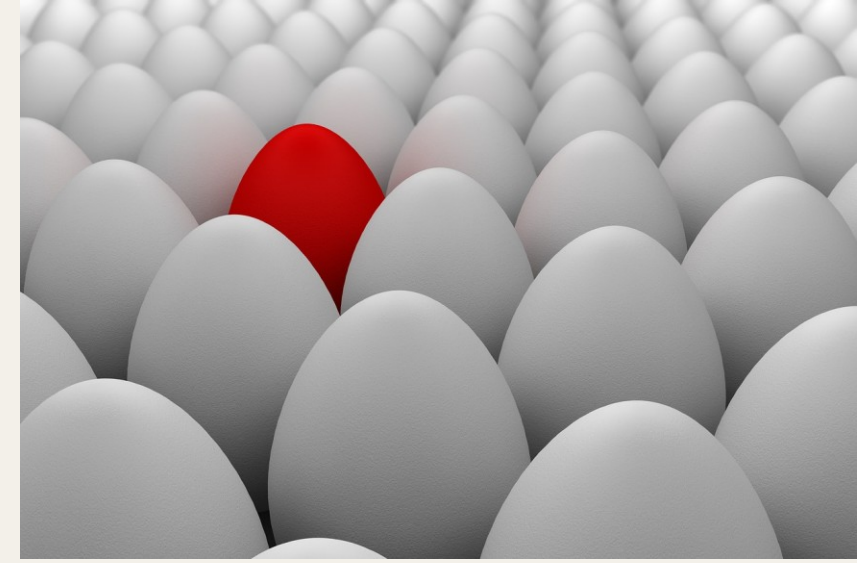
## Four Simple Steps to Recruit Quality New Franchise Owners.

**Tell Real Stories** – Use authentic, emotional storytelling on video to build trust and connection.

**Reach the Right People** – Use targeted digital ads on the platforms your prospects already use.

**Dedicated Landing Pages** – Ensure each ad sends people to a simple, high-converting landing page that communicates the value and success of the franchise, with a clear call to action and automated email funnel.

**Prepare for Success** – Have systems ready to process leads, onboard franchisees, and provide ongoing support.



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## Executive Summary

In a competitive franchise market, standing out is essential to attract serious buyers. And having the right information to address key tension points is crucial to ensure new leads are well qualified.

This white paper showcases how strategic investment in video production and digital marketing helped the New Zealand Jim's Cleaning franchisor and the RE/MAX real estate franchise owner for NZ sell more franchises faster than expected.

By leveraging authentic storytelling and targeted digital campaigns, these franchisors achieved remarkable success - selling up to three franchises per month. A strategy any franchisor looking to expand can replicate.



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## The Business Challenge

Franchisors face a major challenge: finding qualified, motivated buyers to invest in their business model.

Traditional marketing methods often fail to build trust and effectively communicate the real-world benefits of owning a franchise.

Potential franchisees need more than just financial figures; they want to see real success stories, understand the challenges, and envision themselves as part of the business. Without compelling content, many franchisors struggle to differentiate themselves and miss out on potential sales.

Additionally, franchisors need to ensure they have the internal systems and support in place to handle a surge in interest. Just like their franchisees follow proven processes to succeed, franchisors must be prepared to process high volumes of leads and support new franchisees without becoming overwhelmed or burning out.

Having a clear onboarding and support framework is critical when scaling through digital marketing.

## Creative Strategy & Execution

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To solve the business challenge,  
we created and implemented a  
comprehensive creative strategy





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## 1. Hero Film Production

A series of high-impact video stories were created, featuring:

- Interviews with franchisors sharing their journey - their successes, struggles, and ultimate wins.
- Behind-the-scenes footage of franchisees running their businesses.
- Testimonials from satisfied franchisees, reinforcing the benefits of the opportunity.

These films highlighted the genuine experiences of franchisees, building trust, credibility and emotional connection with potential buyers.

## 2. Digital Marketing Campaign

A targeted marketing campaign was launched using:

- Facebook & Instagram Ads – Short, engaging videos to build brand awareness and drive inquiries.
- Google Ads – Strategic search campaigns to attract high-intent leads actively looking for franchise opportunities.







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### 3. Dedicated Landing Page with Email Funnel

Each campaign was supported by a dedicated landing page, optimised to:

- Highlight how the franchise solves the visitor's pain points.
- Feature social proof and testimonials.
- Guide visitors to a simple form. Once completed, a series of automated emails would keep the lead warm while they chatted with the franchisor.



## Case Study: Jim's Cleaning



**Background** Brendon and Tracey were the regional Franchisors for Jim's Cleaning. Over 3 years, they had recruited around 30 Franchisees across New Zealand.

**Business Challenge** How to reach qualified new business investors and give them enough clarity through video and the website to understand their personal and financial investment – and to take the next step.

**Audience** Pradesh, a 35-year-old warehouse worker from Manukau, is representative of their target audience. He wants stability, a better income, and to be his own boss but lacks the pathway.

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**The Strategy** Create a heartfelt story featuring Brendon and Tracey, outlining how they support new franchisees, showcasing the lifestyle benefits, and connecting emotionally with viewers.

**Key Results** Brendon & Tracey aimed to sell one franchise per month. Instead, we helped them to sell three per month for three months until they had to pause the campaign due to overwhelming demand.

They later sold the regional franchisor business back to Jim's in Australia.

Return on Adspend 15:1

Watch the Films



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*"Working with Dave and Hot Butter on our Digital Marketing Campaign has given us great branded video, outstanding sales figures and awesome results."*

**Brendon Jones**  
**Jim's Cleaning NZ Franchisor**





**RE/MAX**  
NEW ZEALAND

## Case Study: RE/MAX Real Estate





**Background** Don acquired RE/MAX NZ in 2020 and rapidly expanded from 18 to 31 offices nationwide.

**Business Challenge** How to attract high-performing agents who are ready to level up, take more responsibility and become franchise owners themselves.

**Audience** David, 35, a burnt-out Ray White agent, dreams of taking control, improving work-life balance, and earning what he's worth.

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**The Strategy** Position Don as a credible, experienced mentor who has walked the path himself. Videos highlighted his leadership, the revenue potential, and real franchisee stories.

**Key Results** The campaign helped scale interest and resulted in a significant increase in franchisee signups.

Return on Adspend 8:1

Watch the Hero Film

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*"Thanks Dave, your passion for your work tells the true story. This must be the best video production work I have seen."*

**Don Ha**  
**RE/MAX NZ & Fiji Franchisor**



## Expert Insights on Storytelling & Digital Marketing

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Leading global brands recognize the pivotal role of video and digital marketing in effectively promoting their products and services. For instance, **Telstra's Chief Marketing Officer, Brent Smart**, emphasized the importance of altering brand perception through imaginative campaigns:

***“If you want to change how people feel about your brand, you must change how the brand feels. This work captures the spirit of optimism and promise of partnership that we want the Telstra brand to be all about.” — Brent Smart, CMO, Telstra***

This approach underscores how major corporations leverage creative advertising strategies to enhance their brand image and connect more deeply with their audience.



## Authentic Storytelling

*“Storytelling is the most powerful way to put ideas into the world today.”* - Robert McKee, as cited in Harvard Business Review



*“Emotion beats rationality. Always has. Always will. Stories work because they are emotional.”*  
- James Hurman, *The Case for Creativity*

## Digital Marketing and High-Converting Websites

*"The companies that get the most leads are the ones who make it easy to convert on their websites."*  
- HubSpot, *State of Marketing Report*



*"You can't be good at digital unless you're strong in strategy."* — Mark Ritson



## Key Takeaways for Franchisors

1. **Authentic Storytelling Builds Trust** – Real, unscripted stories resonate with buyers more than sales pitches.
2. **Video Content Drives Engagement** – High-quality video content captures attention and accelerates decision-making.
3. **Targeted Digital Marketing Delivers Results** – Combining video with platforms like Google, Facebook, and Instagram ensures your message reaches the right audience at the right time.
4. **Be Ready to Scale** – Ensure your internal systems and support structures are ready to handle a high volume of leads and new franchisees. Operational readiness is as crucial as lead generation for long-term success.





## Get Started with Video Marketing

Are you ready to unlock your franchise's full potential?

Let us help you craft compelling video content and design a winning digital marketing strategy tailored to your business.

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Munzy

**[Book a Free Consultation HERE Today!](#)**

