

# Franchises Find Content Marketing Ally in Webtreepro

## Primero Systems Simplifying Multisite Marketing Management

*"Franchisers have some unique requirements when it comes to website management and publishing. They must be able to control their brand while giving their many franchisees a fair degree of local autonomy, so they need strong multi-site capabilities. They also need a solution that's very easy to implement and use, because their franchisees typically don't have significant IT resources."*

**– Melissa Webster,  
Program VP, IDC**



Primero's CMS platform, Webtreepro, has an intuitive interface that allows companies to manage content across sites using a powerful set of controls - in just a few clicks.

Franchises are a hot commodity. In fact, one in 12 businesses is a franchise, and nearly 50 percent of all retail sales in the U.S. come through franchising. With that in mind, it only makes sense that the unique challenges created by the multi-unit nature of these types of businesses be specifically addressed. Marketing is a big one. Effectively managing content can be a challenge for any business, and managing it across multiple physical sites adds another layer of difficulty. For example, franchise owners need to control the brand experience across all locations while allowing for localized customization (what works in NYC may not be as successful in New Orleans). Add to this that the experience customers have come to expect when interacting with the chain must be maintained and...you have marketing challenges that may seem insurmountable.

### AND NOW FOR SOMETHING COMPLETELY DIFFERENT...

One company rising to these challenges is Primero Systems. Primero's powerful, flexible, mobile-friendly, cloud-based content management system, Webtreepro, was specifically designed for franchises. While most of the CMS systems on the market today support many contributors all feeding one site publishing, Primero has taken a different approach with Webtreepro – it lets a single user publish to many sites simultaneously. That's a big deal to franchises, which need to funnel content to multiple outlets to maximize Web footprint and local search visibility/relevance. Using Webtreepro, brand owners can easily enforce brand control by giving layout and design freedom to local sites while ensuring a universally consistent brand look and feel. Because a successful franchise is one that is constantly growing, Webtreepro gives brand owners the ability to launch sites quickly – so that new franchisees hit the ground running.

## FILLING A FRANCHISE NEED

Weighing in on the decision to make Webtreepro different by design, Primero's director of web products, Diane Beattie, noted that, "Let's face it – the CMS market is crowded. We bring something different to the table. In creating custom solutions for franchise customers, we quickly saw that the ability to control the brand experience across the board, while allowing for local personalization, was not an isolated need. Webtreepro's ability to act as a funnel to multiple locations is key – this ability is not found in other CMS offerings. Additionally, its highly flexible nature makes it especially well-suited to the continually growing, evolving franchise model of doing business." Beattie knows what she's talking about – Primero has been designing custom software solutions across a wide variety of verticals for the past two decades.

Helping franchises and multi-site companies easily and seamlessly overcome marketing challenges is the company's key focus today. They've certainly found their niche, as well-known brands such as Cruise Holidays, Travel Leaders and Sport Clips have all deployed Webtreepro. Whether we're talking about 6 franchisees or 600 – the need to maximize presence across sites while remaining true to the brand remains the same. By arming franchises with the tools to manage content in a way that they simply couldn't before, Primero is making their complex marketing challenges a thing of the past. And that's good news, because they've got a lot to do: 2015 marks the fifth year in a row that the franchise sector is expected to grow and create jobs at a faster pace than the rest of the economy.

## Flexible, Powerful Webtreepro Maximizes Brand Presence -- Across One Site or Thousands

An outgrowth of Primero's custom software business, Webtreepro is an elegantly simple and powerful Web content management solution for marketers seeking to maximize brand presence throughout a network of websites. Designed to publish content across one or thousands of sites instantly, Webtreepro addresses the needs of franchises, associations or any multi-location business. It is a scalable, highly flexible, mobile-friendly platform for Web content management, and is distinguished by its ability to deliver relevant content based upon a nearly unlimited set of criteria. As an Intranet/Extranet solution, Webtreepro is equally powerful – providing a central site for content that can be accessed according to any number of specifications.

- ✓ Single source publishing preserves search ranking
- ✓ SaaS architecture provides full CMS via the cloud, no need to invest in hardware
- ✓ Intranet/Extranet provides private access to content
- ✓ Enterprise-grade hosting and security
- ✓ Portal/landing pages to support marketing campaigns
- ✓ Set up levels of content editors and workflow permissions
- ✓ Custom and integration services for an optimum solution

For more information on Webtreepro, contact Primero Systems:

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