mindbody

4 Ways to Unify Your Brand Across All Your Locations

"Your brand is the single most important investment you can make in your business."

—Steve Forbes, chairman and editor-in-chief, Forbes Media

Achieving and maintaining brand integrity across multiple locations is no small feat because your brand goes way beyond your tagline and aesthetic. It includes every aspect of your customer experience and your internal culture.

With so many moving parts, it can be difficult to achieve consistency as your operations expand. But you won't have that problem—you're reading this, after all!

In this guide, we'll show you four ways to centralize and strengthen your brand, no matter the size of your network. Let's jump in.

Lay the foundation for consistency

Consistency requires structure. Without it, your brand locations won't know what's expected of them and how to deliver a branded experience at their individual locations. Take time at a corporate level to prepare comprehensive written standards for:

> **Voice and tone:** Your overall brand personality starts here.

> **Visual branding:** Use of logos, fonts, color combinations, imagery, etc.

> **Communication:** How to share content on social media, work with local media for promotion, address customer inquiries and complaints across multiple channels, and respond to online reviews—especially negative ones.

> **Internal operations:** How to onboard team members, streamline branding through corporate, and more.

Add examples of what to do and, perhaps more crucially, what not to do. For a truly cohesive brand experience, it's best not to leave anything up to interpretation. Be specific.

Case study: Shred415

Shred415's family-friendly brand is reinforced across every location with inclusive verbiage like Shredder, Shredfam, Shredbesties, and their tagline, "More than a workout."

During onboarding, franchisees receive detailed brand guidelines and personalized support to set up social media accounts and online properties. Sales, marketing, and operations tools and resources are always easily accessible, too.
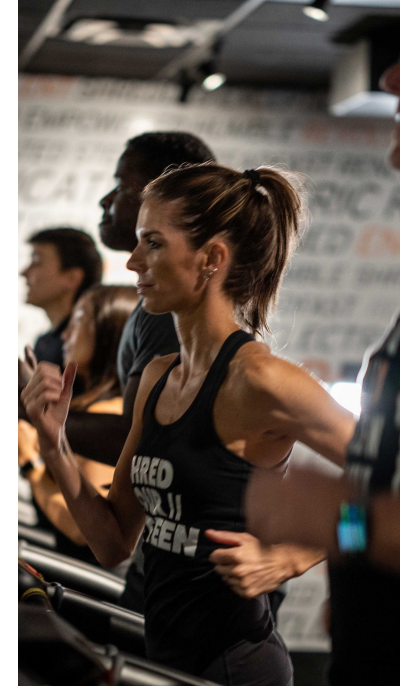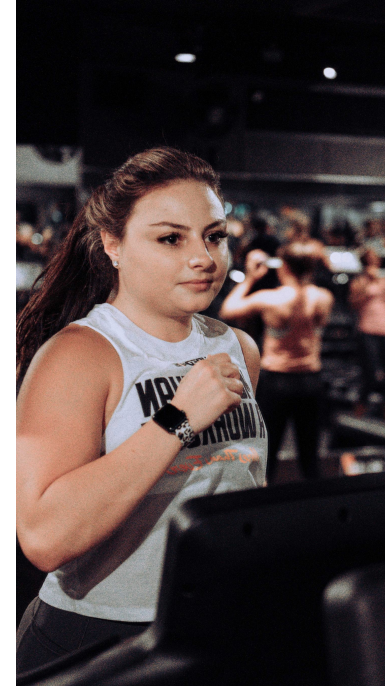
Create a library of resources

Your brand locations should feel empowered to market in their local communities, but this is often where things go sideways. Make it easy for franchise owners to stick to brand guidelines by providing core materials and easy-to-access templates they can update with local specifics.

Use a digital asset manager to house all location-facing resources. It becomes your source of truth for pricing parameters, marketing tools, and other best practices, too.

Case study: Modern Acupuncture

Modern Acupuncture equips its franchisees with essential marketing materials based on brand campaigns and core pillars of patient care. Franchisees also have access to operational, clinical, and marketing training and other support materials for strategic planning purposes within their individual market.

"We love sharing different marketing initiatives working for clinics, so that others can take the same lead within their communities to break new patient ground. With the transparency among franchisees, along with brand training and customizable materials, we are able to keep brand integrity while growing and adapting together as a team."

Provide ongoing support

How do you ensure every experience at every location is consistent and memorable? It starts with training. When franchisees have buy-in right from the start, their teams do too. When onboarding new franchise owners:

- ❯ Emphasize your mission statement—everything you do as a brand should align with it.

- ❯ Break down your brand guidelines and explain the consequences of non-compliance.

- ❯ Reiterate the benefits of a consistent and trusted brand: increased customer loyalty and higher profit

Training doesn't stop at onboarding, especially as your brand evolves. To keep franchisees on track:

- ❯ Host monthly webinars to educate, collaborate, and discuss brand guidelines as well as pain-points.

- ❯ Provide corporate support for each location and in each region.

- ❯ Use an annual conference to reinforce consistency in brand experience and guidelines.

Training sessions are an opportunity to learn from your locations. Create a supportive environment for owners to speak candidly about their day-to-day experiences and share feedback. The stronger your partnership, the stronger the brand.

Identify tech that is made for enterprise brands

The right technology will reinforce structure and consistency across your organization. With Mindbody's centralized brand controls, you can manage a more unified, end-to-end experience—all in one place.

Corporate dashboards allow changes to each location (or all of them) to save your team time. You'll have more control of:

> **Marketing:** Run location-wide promotions, send automated text and email campaigns, and more.

> **Products and services:** Add and update consistent offerings on behalf of your network.

> **Pricing:** Create and manage pricing options, including contracts and recurring payments, across locations.

> **Data:** Access consolidated insights from all locations.

> **Franchise fees:** Automate the calculation and collection process.

"Mindbody is a full suite of services...It's really a very well-integrated system that brings everything together in a way that almost no other product has. You would have to piece together several different vendors in order to get the same functionality that lives all in one place in Mindbody."

—Jeremy Morgan, CEO, WellBiz Brands, Inc.

Trusted by the biggest brands

Leading wellness business enterprises in over 150 countries count on Mindbody to help them manage and expand their operations.

LaVida massage

I L♥VEKICKBOXING

the LASH LOUNGE

restore HYPER WELLNESS + CRYOTHERAPY

burn boot camp

F45

WELLBIZ BRANDS, INC.

REGYMEN FITNESS

orangetheory FITNESS

Y7 STUDIO

[solidcore]

GYMGUYZ #1 in Home Personal Training

mindbody

A centralized brand management strategy is a winning strategy. With the right processes and platform in place, your brand will continue to offer the exceptional experience you're known for—even as you scale.

Interested to see how Mindbody can support your enterprise?
Schedule a demo today.