

BIGGBY® COFFEE Enables 200+ Franchisees with On-Demand Marketing Using MarcomCentral

The Challenge

As the BIGGBY® COFFEE franchise grew, they realized they needed an efficient way to support their network of franchise owners with marketing assets that serve their local business markets. The Corporate Marketing department, which included two full time graphic designers, was responsible for creating the marketing pieces for all stores, as well as the core campaigns which included billboard placements. When the number of store specific requests reached 1200 a month, the graphic designers had become overwhelmed and the store owner/operators were getting frustrated with long wait times for new materials. It was time to find a more sustainable solution.

“The goal was to provide a better experience for our owner/operators and our graphic designers” Joshua West, Senior Digital Asset Specialist, BIGGBY® COFFEE

Why MarcomCentral?

They researched several different solutions and went through the vetting process with two companies. In the end, MarcomCentral was selected when it was determined that the workload for the in-house team would be much higher with the other candidates. MarcomCentral’s tool also offered Social Media distribution, unlike competitor companies. BIGGBY® COFFEE felt that the features and service they would be getting with MarcomCentral was a great value.

BIGGBY® COFFEE

BIGGBY® COFFEE is the fastest-growing coffee shop in the U.S. At BIGGBY® COFFEE, they “Exist to Love People” and it shows in each and every one of their 200+ franchise locations spread throughout Michigan and 8 other states. Their unintimidating and fun environment creates a welcoming community for all that pass through their doors.





Benefits

Today, BIGGBY[®] COFFEE uses MarcomCentral's dynamic templates to create on-brand marketing assets (from flyers and emails, to coupons and social media posts) that feature editable fields where a store owner can add unique content specific to their location. This self-service function is a huge hit with franchisees. It's also a win for Corporate Marketing since all the marketing assets being developed have been previously approved, meaning greater brand control for the company.

The new marketing portal has significantly reduced the amount of requests reaching the graphic designers, allowing them to spend more time on campaigns and strategic projects. BIGGBY[®] COFFEE has also put in place a process where owner/operators can make suggestions for new materials they would like to be made available and Corporate Marketing will evaluate those requests to ensure the most useful pieces are added to the portal.

"The feedback from our owner/operators so far has been extremely positive," stated West. "They want more." And that's a good problem for BIGGBY[®] COFFEE.

Highlights

- Eliminated 1200+ one-off requests per month
- Reduced wait times for franchisees custom marketing pieces
- Huge time savings for owners with 2 or more stores

