

COCONUT CREATIVES

Coconut Creatives is a dedicated independent marketing and public relations house which specialises in servicing franchisors.

Founded by marketing and public relations specialist Sarah Dyer, the service includes marketing and PR to meet franchise recruitment objectives and expose brands to the right audience.

We understand that franchisors are busy running their business and so promoting the franchise can be hard work as an additional task. That's where we come in.

Our specialists hold the highest professional qualifications so that our customers can be assured they are receiving quality advice and help.

With two directors and two marketing & PR specialists with specific areas of expertise, we are able to offer our clients an excellent tailored service.

For further information go to www.coconutcreatives.co.uk



The Chartered Institute of Marketing

MEMBERS

SERVICES TO FRANCHISORS

We offer marketing and PR support over the short and long term to help meet the franchise objectives.

Our services to franchisors include:

- Public relations campaigns specific to the franchise industry with tailor-made media lists to suit the business and sector
- Copy writing for press and franchise materials
- Assistance with planning and recommending an advertising strategy to fit the budget and recruitment model
- Marketing help, training and plans for franchisees
- Management of your online press coverage
- Full 12 month marketing strategies for franchisor and franchisees

Our websites www.coconutcreatives.co.uk and www.marketyourfranchise.co.uk include case studies, news archive and marketing hints and tips.

CASE STUDY - SHARED EARTH



A Fair Trading company



- National launch through franchise industry with press in Daily Mail, Daily Express, Making Money, British Franchise Magazine, Franchisor News
- Ongoing consumer press with coverage in Ethical Living, Gift Focus Magazine
- Regional coverage in York Times, The Press, Yorkshire magazines
- Press trip to India including photography with coverage in New Consumer Magazine, Sunday Mirror, Today's Business Woman, York Times, Giftware Review, Progressive Worldwide, Gifts & Housewares, IFAT
- Creating affiliate relationship between Borders book shops, Ethical Living Magazine and Shared Earth to promote the franchise, Jeremy's book launch and general retail promotion - proposed activity for 2009
- Set up of online blog site www.sharedearthnewsandmedia.co.uk with news and stories aimed at specific media, Fair Trade and franchising sectors
- Marketing activities for the core business: wholesale, retail and online

"The Franchise launch has been extremely successful with little advertising and without attending any franchise exhibitions. We have achieved a large response from interested individuals from all over the country utilising PR and online opportunities and I am very excited about the franchise prospects for the next few years."

Jeremy Piercy, Managing Director of Shared Earth Ltd.

PRESS EXAMPLES

Fair play for all

YORK-based Shared Earth launches its franchise operation this month, offering serious entrepreneurs, with an eye for a profitable business model, the opportunity to become part of the first Fair Trade franchising operation in the UK.



By Alison Coleman
Established in 1986, Shared Earth has led the Fair Trade industry for over two decades, and is the largest retailer and wholesaler of Fair Trade products in the UK. Current outlets can be found in Cardiff, Leeds, Manchester, Birmingham, Bristol and Liverpool as well as a head office in York. Founder Jeremy Piery said: "We're looking for individuals with the right qualities who want to own an ethical, profitable business. We're only looking for a small number of franchisees initially, so that they receive an excellent level of care." A wide choice of territories is currently available, so there has never been a better time to get involved in this growing industry.

INFORMATION: 01904 636400
info@sharedearth.co.uk



Fun fitness for a healthier future

GET CHILDREN ACTIVE IN A FUN ENVIRONMENT WITH A FITTED FRANCHISE

Children should be inspired to reach 60 minutes of physical activity every day to reduce their risk of obesity. The company is currently looking for franchisees in the UK. The company was set up in 2006 and has grown rapidly. It is now looking for franchisees in the UK. The company is currently looking for franchisees in the UK. The company is currently looking for franchisees in the UK.

Children can get active with Shared Earth's Fun Fitness programme. The programme is designed to be fun and engaging, and is suitable for children of all ages. The programme is currently looking for franchisees in the UK. The company is currently looking for franchisees in the UK.



Franchise News UK

07/02/2008

Spetro helps families recover from last years floods

Last summer's floods reportedly cost UK insurers around £3 billion and the RAF embarked on the largest search and rescue operation ever to be attempted in the UK.

Graham Calladine took the opportunity last summer to begin the process of launching a franchise in Mansfield. At the time, the company was a little quicker



Gifts & Housewares

THE TRADE MAGAZINE FOR GIFT AND HOUSEWARES RETAILERS £7.95 MAGAZINE



Turner Style

Brian Turner tells us all about the magic behind his new bakeware range

Highlights magazine takes a look at the new products of 2008

Trade Fair Fantastic

Shared Earth set about growing success of fair trading in the UK with their growing empire

franchising

In demand

SPETRO FRANCHISEE EARNS BACK HALF HIS FRANCHISE FEE IN FIRST WEEK OF TRADING

This summer's floods have reportedly cost UK insurers around £3 billion, and with Channel 4's Dispatches naming 20 places most likely to be at risk of flooding it is not surprising that the Spetro franchise package has attracted a great deal of interest.



Graham Calladine launched his Spetro franchise in Chesterfield and Mansfield last summer. He helped families in Doncaster when their homes were affected by the severe flooding and earned back over half the cost of his franchise in just one week of trading.

WORK

"I organised for Spetro's own trade contacts to spread around 20 of saturated plates, which helped to reduce the stress of competing with neighbouring local plasterers or plumbers" explains Graham. Betsy Graham's franchise and the Bradford franchise, Spetro worked on 16 homes in Doncaster so that family could get back to normal as soon as possible.

Spetro also deals with claims for burglaries, fire damage or if tenants have left a rental property in a state of disrepair - services which are free of charge insured. Tony Smith, one of the Directors at Spetro explains: "We have over 30 years of insurance claim management experience and we are now looking to expand our franchise network to around 100 franchisees."

The business is regulated by the Financial Services Authority (FSA), which all franchisees will be required to register with. Spetro franchisees are helping people to overcome difficulties and enjoy a profitable business with an extremely comprehensive support system, which includes training and ongoing support, which helps them to manage their business with confidence.

The pilot franchisee to date, with a 65 per cent profit margin, has expressed a strong interest in joining the franchise.

To request a prospectus call 01883 621 047 or visit www.spetro.co.uk

Daily Mail, Monday, September 24, 2007

Newly launched franchise Shared Earth will be checking your business philosophy, too. It is looking for people committed to fair trade to run a business offering fairly traded products. Start-up cost is £7,500.

Day of discovery at Shared Earth

SHARED EARTH IS CURRENTLY BOOKING PLACES ON ITS SECOND DISCOVERY DAY ON FEBRUARY 12 AFTER THE HUGE SUCCESS OF ITS FIRST ONE IN NOVEMBER

Since the launch of Shared Earth's franchise scheme in October 2007, over 100 people have expressed strong interest in joining the franchise. The franchise has attracted national press interest from newspapers such as the Daily Mail and the Daily Express, as well as a host of enquiries.



Coconut Creatives
MARKETING TO PERFECT YOUR BUSINESS



FRANCHISE
YOUR BUSINESS LTD

The Chartered Institute of Marketing

MEMBERS

MARKET your FRANCHISE.co.uk

WORK WITH TRUSTED SPECIALISTS

Regular articles, features, marketing hints, tips and case studies are written by Coconut Creatives for a variety of national and regional publications

Magazines

- Independent Business Magazine for Dorset and Hampshire
- Making Money Magazine
- Franchisor News Magazine
- Start Your Business Magazine
- The Talbot & NERVE Magazines
- WIRE Magazine

Online

- MarketYourFranchise.co.uk
- SelectYourFranchise.co.uk
- The-Franchise-Shop.com

To chat through your requirements contact Sarah Dyer on 01963 31030 or email Sarah@coconutcreatives.co.uk



MARKETING QUARTER

In the first of a series of features on how marketing can help you make the most of seasonal trends and capitalise on business opportunities, Sarah Dyer gives some tips on planning your marketing campaign for 2008

When you are putting together your strategy there is a large selection of marketing tools that you should be considering. The box below highlights some of the tools you can choose from. Whatever mix of tools you employ to fulfil your business objectives, it is vital that they all communicate a consistent message designed for the target audience.

Marketing tools

- Branding
- People (attitudes and presentation)
- Product/service
- Advertising – including offline and online
- Website/landing pages/micro-sites
- Email
- Telephone/mobile phone
- PR and copy writing
- Literature/franchise prospectus
- Packaging – including POS
- Joint promotions

Planning for 2008

With this issue covering December to February it is an appropriate time to consider where you want your business to be at the end of 2008 and begin to plan activities for the next 12 months in order to achieve those objectives. January and February are arguably the busiest months for franchise enquiries due to New Year resolutions and the need for a fresh start, so it is essential that your 2008 marketing campaign is strong from the outset.

Franchisors are often operating within a highly competitive marketplace with new rival businesses (both franchises and independents) competing for you same market share. As the owner of your business you always need to have the answers and know the latest statistics in order to stay one step ahead of your competitors. A comprehensive plan will ensure that your marketing campaign is proactive, not reactive, to the occasional advertising opportunity that comes along.

It is also hugely important to make sure you are constantly gauging the success of your marketing activity against clear measurable objectives. Recording which media each franchise enquiry comes via or carrying out consumer market

