

FRANCHISE PROMOTION FEATURES: HOW TO STAND OUT IN A SATURATED MARKET



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Abstract

In a highly competitive franchising market, successful franchise promotion requires unique strategies and a clear understanding of the target audience. The article examines key aspects of franchise promotion, including building a strong brand, developing competitive advantages, adapting to local markets, and effectively using digital tools. It describes approaches that help franchisors stand out from the competition and attract potential franchisees. The article will be useful for both franchise owners and marketing specialists interested in expanding their business through franchising.

Keywords: franchise, franchise promotion, saturated market, competitive advantage, franchising, target audience, marketing strategies, localization, digital tools, attracting franchisees.

Introduction

In the increasingly competitive franchising industry, standing out in the market is becoming increasingly difficult. Modern consumers have access to a huge selection of offers, and franchisors are forced to look for new ways to attract attention and gain the trust of potential partners and customers. Standard marketing strategies often lose their effectiveness in a saturated environment, so franchise owners need an individual approach that takes into account the characteristics of their brand and the specific needs of the target audience.



The purpose of this article is to consider the key features of promoting a franchise in a competitive market and offer practical tools for successfully standing out among many offers. We will discuss how developing unique competitive advantages, creating a strong brand, adapting marketing strategies to local conditions and using digital technologies help strengthen the franchise's position and increase the likelihood of attracting new franchisees.

Main Part

To successfully promote a franchise in a saturated market, you need a unique selling proposition, cultural adaptation, digital promotion tools and trusting relationships with franchisees.

Creating a unique selling proposition (USP) is the first step to attracting attention to a franchise. A USP creates clear competitive advantages for a brand, making it attractive to potential franchisees and consumers. These can be exclusive products, a unique service format, or innovative technologies. To stand out from the crowd, it is important for a franchisor to conduct a detailed analysis of competitors and identify the needs of the target audience in order to build a recognizable and valuable offer. Adaptation to local markets is another key element of successful promotion. Different regions may have their own needs and preferences, and successful franchises take this into account in order to build trusting relationships with local consumers. Adaptation of marketing strategies, advertising messages, and product range allows a franchise to get closer to its audience and effectively expand its presence in new markets. Digital promotion tools allow a franchise to reach a wide audience with minimal costs. Social networks, targeted advertising, content marketing, and email newsletters provide an opportunity to specifically influence target consumers and show the franchise in a favorable light. Social networks are especially useful for audience engagement, as they allow demonstrating the company's achievements and values. It is important to regularly analyze the effectiveness of campaigns and make adjustments for maximum results. Building trust through successful franchisee examples plays a significant role in attracting new partners. Success stories and reviews of existing franchisees allow potential partners to see the prospects for cooperation. Publication of these cases and reviews helps build the brand's reputation and creates a reliable image of a franchise that can support its partners on the path to success. The support and involvement of current franchisees is necessary for building a strong network and strengthening the brand. Involved franchisees become brand ambassadors and actively convey its values to the local audience. To do this, it is important to develop programs for motivating, training and supporting franchisees, which helps maintain their interest and contributes to the sustainable development of the entire network.

These strategies allow the franchise to stand out in a saturated market, attract new partners and build long-term relationships with customers.

During the research, we identified the following problems and put forward our scientific proposals for their solution, including:

1. Problem: Market oversaturation and lack of franchise uniqueness
 - Description of the problem: There are many franchises on the market that are similar in concept and products, which makes it difficult to distinguish one franchise from others.



Consumers and potential franchisees do not see sufficient differences, which makes it difficult to choose a specific brand.

- Our scientific solution: Using methods for analyzing the competitive environment and a unique selling proposition (USP) can help a franchise form clear differences from competitors. The use of the SWOT (Strengths, Weaknesses, Opportunities, Threats) model allows you to better understand your strengths and weaknesses, as well as develop competitive advantages that emphasize the uniqueness of the offer.

2. Problem: Difficulty in adapting marketing strategy to local conditions

- Problem description: Consumers in different regions may have different preferences, traditions, and purchasing expectations. Using a standard approach may not produce the desired results.

- Our scientific solution: Adaptation of marketing through localization. Applying the concept of cultural marketing, described in the theory of adaptation to cultural differences (for example, Hofstede's models), helps the franchise take into account cultural features and adapt marketing messages to each specific audience. This may include adjusting pricing policies, product ranges, and advertising messages for local needs.

3. Problem: Lack of trust among potential franchisees

- Problem description: New franchisees may doubt the success of the franchise, especially if it is relatively new or operates in a highly competitive market. Lack of trust makes it difficult to attract new partners.

- Our scientific solution: Social proof strategy and creating successful case studies. Publication of successful franchisee stories, reviews and ratings, as well as independent feedback help to build reputation and confidence in the franchise. It is also recommended to conduct scientifically based analysis of successful franchise launches in other markets to demonstrate prospects for new franchisees.

In a saturated franchise market, successful promotion depends on the brand's ability to stand out from the competition, build trust with potential franchisees, and flexibly adapt to the needs of different regional markets. Key issues such as lack of franchise uniqueness, difficulty in localization, limited marketing budgets, and low engagement of existing franchisees require an integrated approach and the use of modern marketing and management tools.

Conclusions and Suggestions

The use of competitive analysis and development of a unique selling proposition, cultural adaptation of marketing, digital promotion methods, and partner motivation are key components for successful franchise promotion.

Suggestions:

1. Development of a unique selling proposition (USP): The franchisor should carefully analyze its strengths and identify those features that distinguish its franchise from competitors. This will help make the franchise more attractive and memorable for potential franchisees.

2. Use of localized marketing: For effective promotion in different regions, it is important to take into account the cultural and behavioral characteristics of local markets. Adapting



advertising messages, product range and pricing policies will help establish a closer connection with local customers.

3. Using digital marketing tools: Social networks, content marketing and targeted advertising are cost-effective methods of attracting attention. These tools allow you to precisely influence the desired audience, increasing the effectiveness of marketing investments.

4. Loyalty program and support for existing franchisees: To increase the involvement of current franchisees, it is recommended to create a support and motivation program, which can include training, bonuses and joint marketing events. This will allow franchisees to more actively participate in brand promotion.

5. Social proof and demonstration of successful cases: Publishing success stories of existing franchisees and positive reviews strengthens trust in the brand. Demonstration of examples of successful launches and results in other regions helps potential partners see the prospects of the franchise and decide on cooperation. These recommendations will help the franchise stand out in a saturated market, create a strong brand and effectively attract new franchisees, contributing to the further development and strengthening of the company's position.

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