



## **3 Marketing Ingredients For Smoothie Bar Owners**



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# Introduction

The smoothie sales are booming, as they account for \$1.7 billion a year within the quick-service restaurant (QSR) segment, according to the NPD Group. Smoothies have become synonymous with meal replacement, snack and dessert. With a product that hits every day part, it's no wonder this market continues to grow!

Smoothies are ever evolving, too. New trends are informing exciting and eclectic use of interesting and nutritious ingredients like greens, coconut water and grains.

To stand out in this increasingly competitive category, you have to be on top of your marketing game.

First, you should understand the guests you want to target. Using those insights will help you in establishing a brand image.

With an established brand image, your marketing efforts will be recognized by your target consumers and help you emphasize what makes your smoothies different or unique from your competitors, such as the varieties of blends you serve and what ingredients you use.

Below, check out the three marketing ingredients that will help smoothie bars execute their brand effectively:

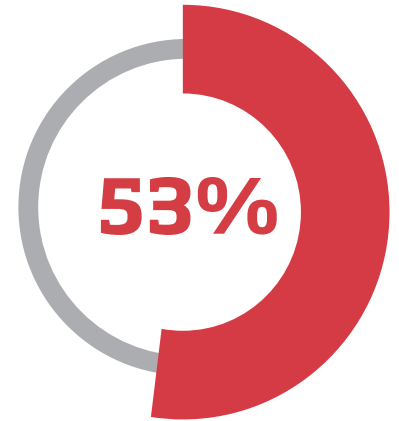


# Digital

It doesn't matter if you're a big Fortune 500 company or a little mom-and-pop shop, having a presence online is a must. Millions of people conduct online searches every day, and many of those are for local businesses.

Fifty-three percent of consumers search for local businesses online at least once per month, reflecting a 10 percent increase over the previous year.

A major contributor to the increase in web searches for local businesses is the growth in guest reviews as a way to gauge the quality of a business. In fact, 91 percent of consumers regularly or occasionally read online reviews. Most people are using a search engine to seek out this information before visiting a store. Having a strong digital footprint ensures your key messages are seen in addition to the user generated reviews.



**53%**  
**of consumers search  
for local businesses  
online at least once  
per month**

Smoothie bar owners should be working diligently to create a consistent profile across all social media channels, including Facebook, Twitter, Instagram, and Google My Business, as well as guest review sites like Yelp. Doing so can help you:



**Ensure  
feedback is  
received and  
acted upon**



**Establish a brand  
voice in the  
channels guests  
are interacting on**



**Make guests  
feel listened to  
and valued**

## Local: Community Relations

Social responsibility has become an increasingly important aspect of running a business. Both consumers and job seekers look at businesses' investment in projects and events that have a positive social impact to determine how that business gives back in their own community. In effect, an investment in social responsibility is a way for businesses to build trust and goodwill within their communities.

As local business owners, smoothie bar operators are in a great position to develop strong ties with community members and guests. There are a variety of events and categories that make sense for smoothies or small business owners including:



**Parades**



**Charitable  
Events**



**Street  
Fairs**



**Outdoor  
Concerts**



**Sporting  
Events**

In the end, community involvement will have positive effects on your smoothie bar:

- Local consumers are more likely to frequent businesses that show love for their community
- Job seekers want to work for you

## Traditional: Print/Direct Mail

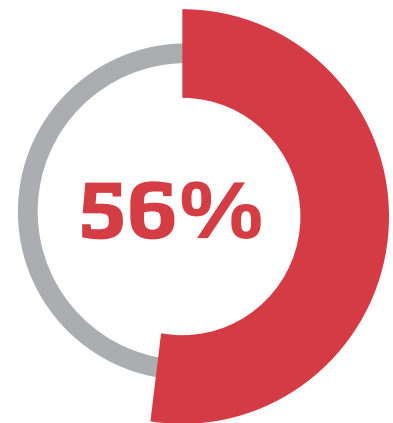
Many people still enjoy receiving postal mail. Regularly distributing print media and direct mail is can be beneficial for a few reasons:

- People find direct mail more personal and trustworthy than email
- If designed well and includes a coupon, people will hang onto it – if your website is on it, people will likely visit it and your social media sites
- Promotions and deals increase sales

In fact, data from a 2015 Gallup Poll found 41 percent of adults in the U.S. look forward to checking their mail each day.

Direct mail marketing can have a significant impact on both in-store and online traffic. An InfoTrends study, called “Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth,” found the open rate for direct mail is 66 percent. And of those who opened direct mail items, 56 percent went online or visited the store.

As a smoothie bar owner, it’s important to maintain a healthy mix of online and offline marketing to ensure your key messages and promotions are reaching both current and prospective guests in targeted, hyperlocal markets.



**of those who opened  
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# Marketing Smoothie King Offers to Franchise Owners

In a franchise, it's up to franchisees to handle most of their local marketing efforts. Typically, small businesses spend between 2 to 12 percent of annual sales on marketing. While that does not sound like much, it can be a sizeable chunk depending on revenue, market and how much the competition is spending on marketing. As a competitor for the same guests, you will want to outspend other smoothie concepts in your market to capture consumer dollars. Marketing is such a large part of success that small business marketing budgets are increasing every year. But, Smoothie King has developed proven tools and resources to make marketing simple. The company knows the guests to target.

The brand uses the above-mentioned ingredients and others to market its stores and keep guests coming back while attracting new guests. Here are ways Smoothie King builds upon those essential parts and employs unique elements for an effective marketing strategy for franchisees:

## Online

- Smoothie King has strong web presence that features products and brand strategy.
- The Smoothie King Loyalty Platform, facilitated by the My Smoothie™ app allows guests to:



**Users collect points and redeem rewards**



**Find locations closest to them**



**Check out the selection of smoothies**

- Franchisees are empowered to utilize social media to generate interest and followers on a local level.

## Community Relations

- Smoothie King's provides tools and support for franchisees to easily participate in community events, such as school functions.

## Print/Direct Mail

- Print pieces are available with pre-approved artwork, no approvals or permission required, just order!
- Thanks to strong brand recognition, consumers are encouraged to keep and use mail from Smoothie King.

## Assigned marketing managers

- Managers help create store opening plans to get franchisees off on the right foot and serve as an ongoing resource. The marketing team provides franchisees with branded in-store and outside marketing materials, attractive retail merchandising displays and other local store marketing tools.

## Implementation of new ideas

- Franchisees are encouraged to share their ideas for developing marketing plans. Many successful marketing programs using digital and direct marketing have come directly from conversations Smoothie King's marketing managers have had with franchisees.

“To me, fundraising efforts with schools are much more of a partnership than a business deal. It's for the students and the schools themselves, and we love doing it.”

– **Roger Wilder**,  
Smoothie King  
franchisee of Denham  
Springs, LA





## Growing with a Purpose

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 43 years, to more than 800 locations across 33 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, our guests have become more sophisticated.

Our “purpose” has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time.

## How to Get Started

For more information, contact our Franchise Development Team at

**985.635.6984.**

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<https://www.brightlocal.com/learn/local-consumer-review-survey/>

<https://www.entrepreneur.com/article/284377>

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