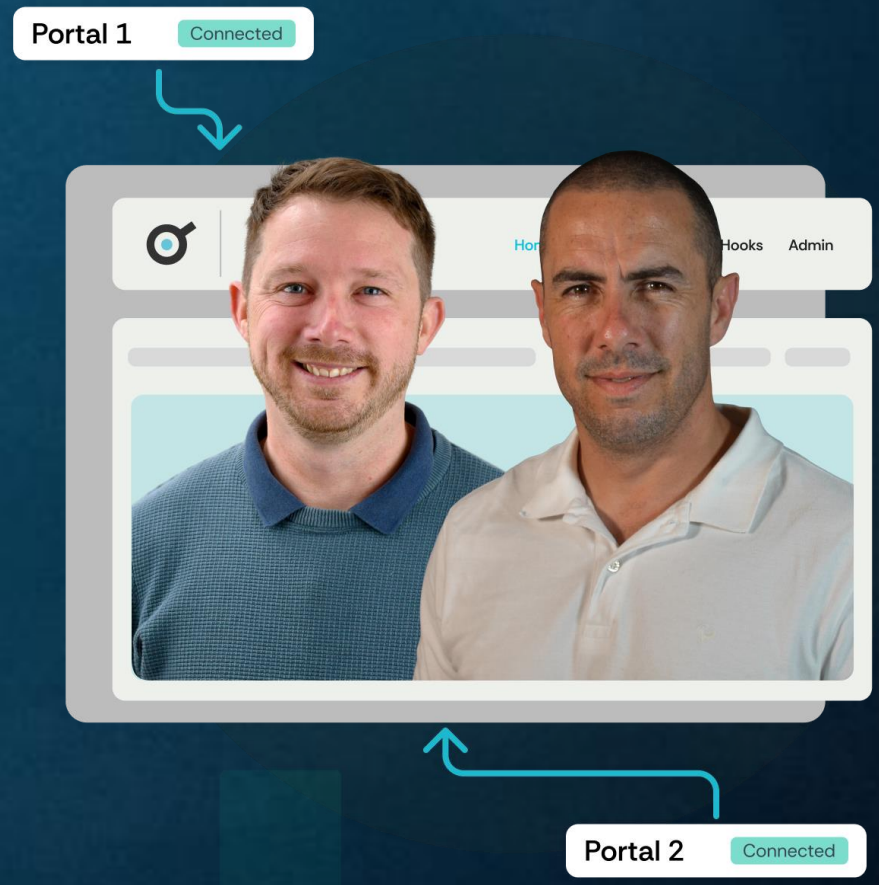
Maximising Efficiency: Scaling with HubSpot and Struto's Solutions for Franchises

With Nsovo Shimange, Sean Fowles, Ryan Waters and Matt Smith



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Housekeeping & Rules of Engagement Welcome!

Thank you for joining our webinar!

Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
- **Recording Notice**: This webinar is being recorded.
- The webinar content will be available on the **Struto uniVERSE** after this session.
- Your feedback is valuable to us! Please complete the webinar **survey** when you receive it.
- **Marketing Opt-In**: By joining this webinar, you are opted in for our marketing updates. You can unsubscribe at any time.

We hope you enjoy the webinar and find it valuable!

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Who is this Webinar for

This webinar has been crafted especially for franchise businesses.

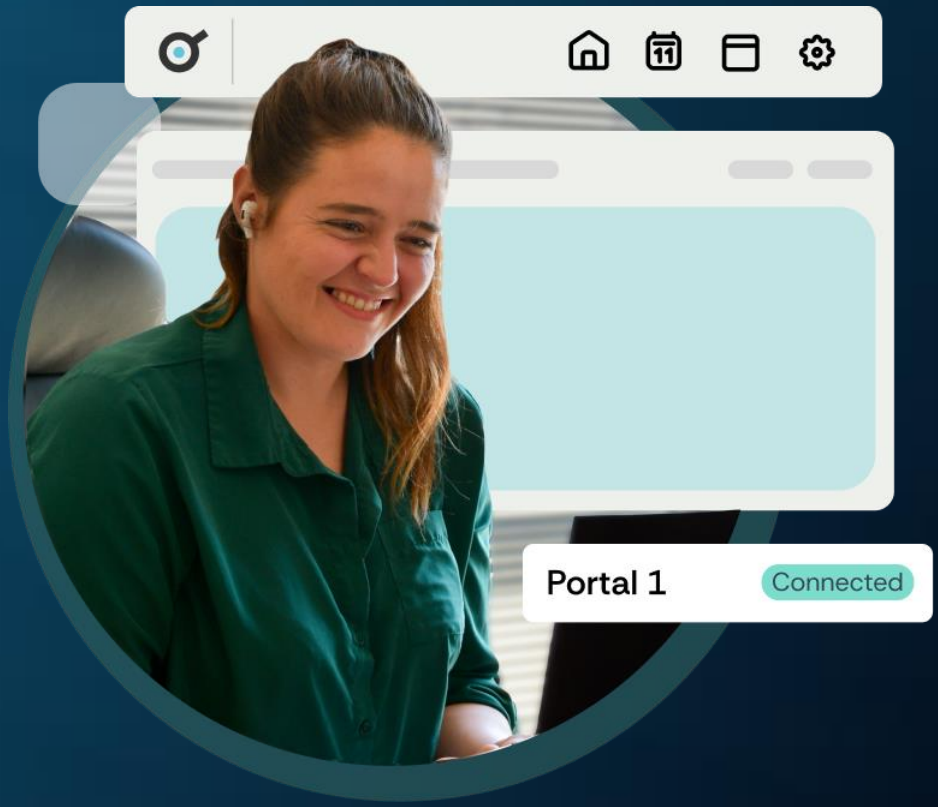
However, if you're part of a group, multi-business unit organisation,

or a partner who works *with* franchises or multi-site companies, then you're also in the right place!

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Agenda

1. Host Introductions
2. Introduction to Struto and HubSpot
3. Why HubSpot for Franchises
4. Understanding the Challenges Franchisors & Groups Face
5. Solving Advanced Franchise & Group Challenges
6. Introducing motherSHIP
7. Introducing strutoCX
8. Use cases of HubSpot and Struto solutions
9. Implementation Strategies
10. Q&A
11. Conclusion and Next Steps
12. Post-Webinar Follow-up



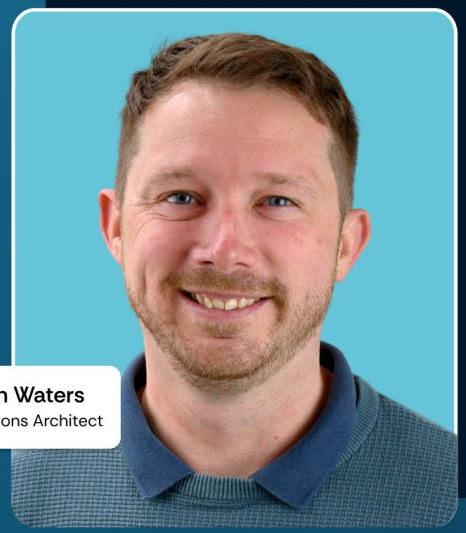
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Your Hosts



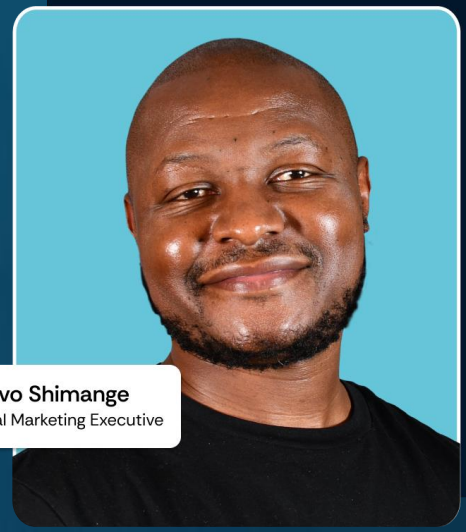
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Head of Revenue & Customer Success

Sean Fowles heads up Customer Success at Struto and brings a wealth of sales and technical implementation experience.



Ryan Waters
Solutions Architect

Ryan Waters is the lead Solutions Architect at Struto and brings a wealth of technical and analytical expertise.



Nsovo Shimange
Digital Marketing Executive

Nsovo Shimange is a Digital Marketing Executive at Struto, where he focuses on driving impactful inbound marketing strategies.



Matt Smith
Corporate Account Manager

Matt is a HubSpot Corporate Account Manager, working with complex franchises & large enterprise organisations to improve their customer experience.

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Introduction to Struto

Struto is an experienced and respected HubSpot solutions partner.

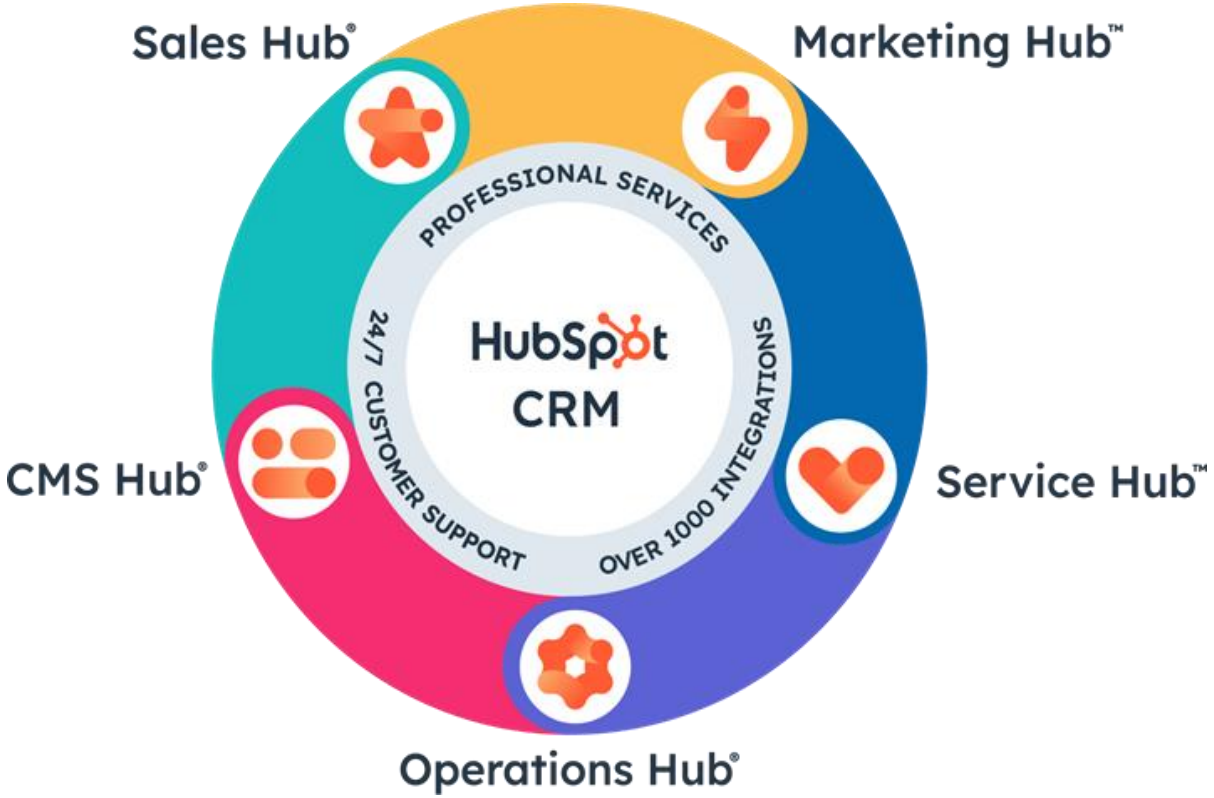
We’re also an award-winning team who have achieved impact awards.

Our specialty is working with franchise groups and multi-site business clients using HubSpot. We understand the complexities involved and provide guidance to support digital transformation in often complex structures.

We offer an array of products and services.



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Introduction to HubSpot

Connected CRM platform to send & capture customer engagement across the customer journey.

Provide a 360 view of customers to enable teams to support & engage effectively.

Built for business users to support adoption.

Customisable to work effectively across a wide range of Industries & teams.

Open platform easily integrated alongside existing systems.

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Why HubSpot for Franchises

So why choose HubSpot for franchises in the first place?

- **Centralised Data Management:** An improved CRM with customer data and user experience at its core. Offers fantastic mileage for the investment.
- **Enhanced Operational Efficiency:** With HubSpot's automation, you can streamline workflows like lead distribution and task assignment.
- **Scalability and Security:** HubSpot grows with your franchise, whether you have 5 locations or 50.
- **Built for Business Leaders:** HubSpot is built with business users in mind, making it easier to adopt & use the platform to work for you.
- **Connected Independence:** Give franchises the tools to be self-sufficient, while surfacing data into centralised reports to get a holistic view of performance.

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Understanding the Challenges Franchisors and Groups Face

Running a franchise isn't without its challenges, and we've had a lot of franchises and multi-site companies coming to us with the same kind of problems.

- Operational inefficiencies
- Data silos with lack of transparency between departments
- Manual data entry between systems
- Lack of reporting across customers
- Difficult to maintain brand and messaging across locations
- Inconsistent customer experience
- Slow and inconsistent onboarding of new franchise partners or entities
- Difficult to educate users and stakeholders in a uniform fashion across a large scale
- Permissions and data visibility

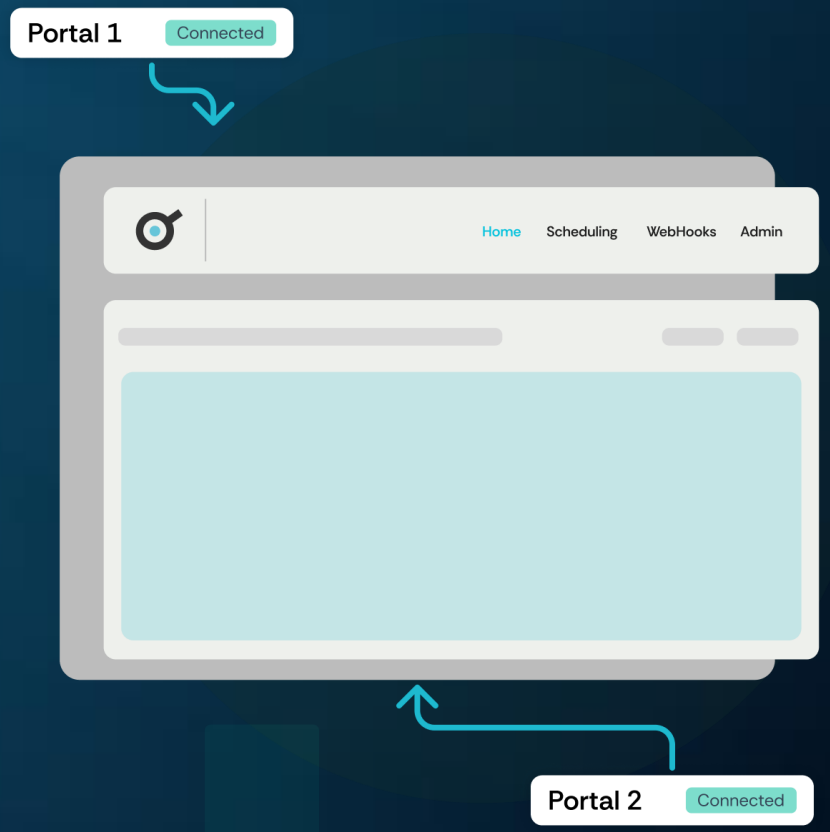
Solving Advanced Franchise and Group Challenges

- **Operational Inefficiencies**: Automate with HubSpot & strutoIX.
- **Data Silos**: Centralised CRM via motherSHIP.
- **Manual Data Entry**: Sync with strutoIX.
- **Lack of Reporting**: Real-time insights with motherSHIP.
- **Brand Consistency**: Use strutoCX's DAM.
- **Customer Experience**: Standardise with HubSpot & motherSHIP.
- **Onboarding**: Scalable training with strutoCX's LMS.
- **User Education**: Central resources via strutoCX.
- **Data Permissions**: Role-based controls.

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Introducing motherSHIP

Seamlessly integrate multiple HubSpot portals, unify data, and improve collaboration for streamlined operations.



Key Features of motherSHIP

- Synchronises customer and operational data across multiple portals.
- Custom schedules ensure you can manage updates on your own terms.
- Error monitoring gives you peace of mind when handling large datasets.

The Benefits

- Ensures consistent customer experiences across all your locations.
- Centralised data management allows for better compliance and easier scaling.

This tool is ideal for franchisors looking to maintain oversight with their brand and operations, while empowering individual franchisees with the data they need.

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Introducing strutoCX

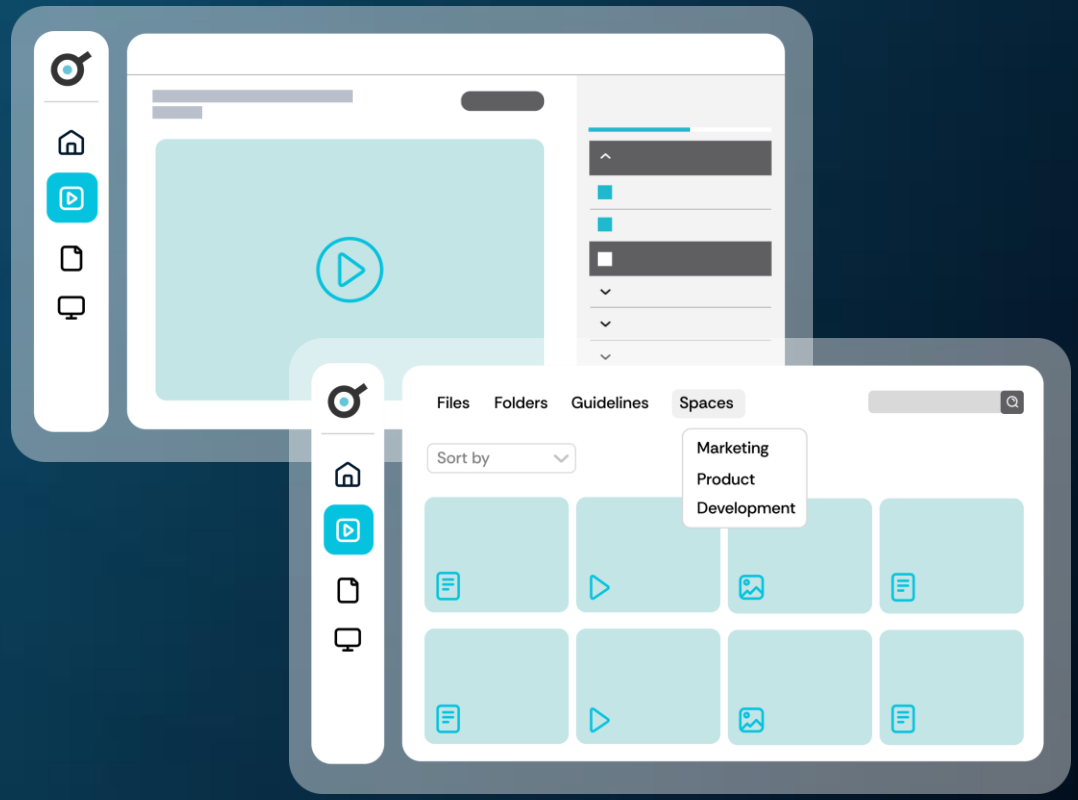
A modular platform built on HubSpot's Content Hub that allows you to manage, share, and distribute key digital assets while delivering guided digital experiences.

Key Features of strutoCX

- Digital Asset Management (DAM)
- Learning Management System (LMS)

The Benefits

- The DAM ensures your brand assets are secure and accessible, maintaining brand integrity across your franchise network.
- With the LMS, you can onboard new franchisees quickly, ensuring they have the resources and training they need to succeed.



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Use Cases of HubSpot & Struto Solutions

Some of Struto and HubSpot's most recent mutual clients who have found value in implementing, integrating and building on top of their HubSpot platform:

UK Care Group Franchise

International Coaching Franchise

Government and Regulatory Bodies

Global Energy and Renewables Medium Enterprise

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Implementation Strategies

So, how do you get started?

Here are some best practices for integrating HubSpot and our tools into your franchise operations:

1. **Smooth Onboarding**
   Start with your core team to ensure they understand the system. Struto offers a comprehensive onboarding process to make sure you get up and running quickly.
2. **Training**
   Utilise strutoCX's LMS to train your franchisees on using HubSpot effectively. This ensures quick adoption and reduces the friction of rolling out a new system.
3. **Custom Solutions**
   Struto specialises in customisations tailored to your specific business needs, whether it's syncing with other software or setting up automation that matches your franchise model.

We are here to support you every step of the way.

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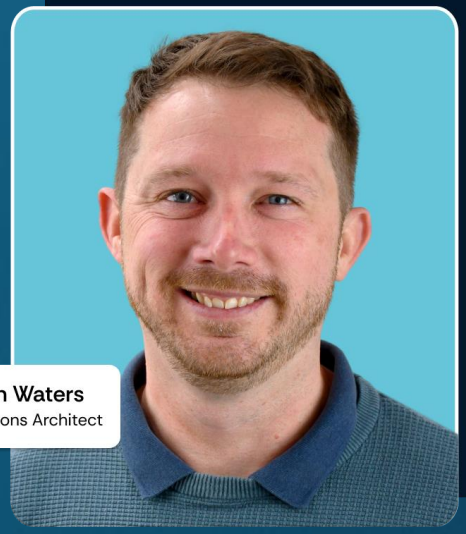
Q&A

Ask us anything. We're here to help!



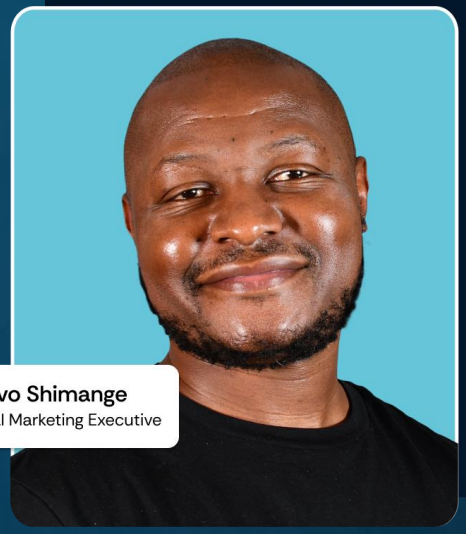
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Conclusion and Next Steps

Today, we've covered how HubSpot and Struto's tools can help franchisors tackle the challenges of managing multi-location businesses, from getting started with implementation rollouts, to centralised data management with motherSHIP to powerful digital experiences with strutoCX.

We encourage you to book a consultation or sign up for a demo to explore how HubSpot and Struto can be tailored to your specific needs.

We'll be sending out some follow-up materials after the session, including a link to get started with HubSpot or schedule a deeper dive into Struto's tools.

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Got questions? Let's talk

Contact:

Email success@struto.co.uk

Visit https://www.struto.io/contact-us

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