

“Constant Contact is an excellent value for our franchises. It’s an easy and efficient way for them to stay in touch with existing customers and to reach out to new ones on a monthly basis,”



Cartridge World®

Partner at a Glance

Name: Cartridge World

Location: Emeryville, CA

Franchise Partner Since: 2007

URL: www.cartridgeworldusa.com

CARTRIDGE WORLD SAVES TIME, MONEY, AND INK WITH CONSTANT CONTACT

The first and largest global chain of its kind, Cartridge World, whose U.S. headquarters is based near San Francisco, refills and remanufactures laser and inkjet toner cartridges using state-of-the-art technology. Started in Australia and Great Britain, the chain has grown rapidly in the past eight years, with more than 650 franchises in North America and 1,700 worldwide.

According to Director of Marketing Sharon Kinkade, Cartridge World continues to expand; with so many franchises around the world, keeping in touch with franchises and maintaining brand control are significant challenges for the company. Through Constant Contact’s Franchise Business Partner program, Cartridge World has been able to fulfill these needs while helping its franchises communicate with customers.

“It is important to us to keep a consistent look and feel to our messages. Plus we want our franchises to keep up ongoing relationships with their customers. E-mail marketing with Constant Contact is one excellent way to do that,” she says.

CHALLENGE: Keeping the brand while keeping in touch

A few years ago, only a handful of Cartridge World franchises were using Constant Contact to stay in touch with customers. “They were creating their own content, setting up their own templates, and really left to their own devices,” Sharon explains. “They approached headquarters to see how we could help them with their email marketing at the corporate level.”

The corporate marketing team at Cartridge World recognized that a business relationship with Constant Contact would give franchises the support they were looking for, while helping the company maintain brand control. “With Constant Contact, we could create consistent branding, as well as provide content to our franchises each month,” Sharon says. In 2007, the company signed on with the Franchise Business Partner program; since then, more than 150 of its franchises have started using Constant Contact.



Cartridge World

BUSINESS PARTNER PROGRAM ADVANTAGES: Improved communication and strong environmental message

Sharon says the company's franchises use Constant Contact primarily to send monthly newsletters and promotions to their existing customers, with the corporate office providing much of the content. "We don't require our franchises to use this content, but with Constant Contact, it's easy for us to upload stories and for the franchises to use them if they want to," she says.

Cartridge World typically provides four stories a month and includes content that "adds value" for customers. "Our stories could be about anything from the state of the printing industry to new printer recommendations to how to keep a 'green' office. We want to offer information our customers will read and find valuable," Sharon says. To add levity and interest, Cartridge World has even hired an artist who provides a monthly cartoon that franchises can drop into their newsletters.

She and her franchises also like the cost, tracking, and survey features. "Constant Contact is an inexpensive way to keep in touch with customers and to analyze what they are opening and reading. We also use it for surveys to assess our marketing efforts."

While Cartridge World franchisees like Constant Contact for its price, features, and efficiency, the corporate office likes it for the control it offers. Cartridge World not only provides content but also a standard template it encourages franchises to use. It also uses Constant Contact to keep in touch with its many franchises. "With 650 stores in the United States alone, getting corporate messages out and getting people to read them can be a challenge," Sharon says. The corporate office therefore uses Constant Contact to send biweekly franchise newsletters as well as other regular communications. "Constant Contact allows us to reach our franchises consistently and with a standard format. We can also track our franchises to make sure they are reading what we send," she says.

A final added benefit is that Constant Contact aligns well with Cartridge World's environmental message of reducing waste. By refilling cartridges, Cartridge World provides an alternative to help reduce the millions of ink cartridges that are thrown away and end up in landfills each year. According to Sharon, "Constant Contact is 'environmentally sound. It offers a better means of communication that doesn't use paper or ink.'"

RESULTS: Constant Contact offers great value for franchise business

Since Cartridge World launched its partnership with Constant Contact three years ago, the number of franchises using the service has grown steadily. "Our franchises think Constant Contact is a very good idea," Sharon says. "It has helped grow their businesses and strengthen their relationships with their customers."



Cartridge World

“Constant Contact’s Franchise Business Partner program has helped Cartridge World address many key issues in managing a large franchise network—in particular, supporting the company’s communication with its franchises and maintaining brand control while helping the individual stores with their marketing efforts.” Sharon says.

TIPS FOR OTHER FRANCHISE PARTNERS:

If you are a franchise-based business, consider implementing Constant Contact for your franchisees; if you are a franchise business, as your corporate office to become a member of Constant Contact’s Franchise Partner Program. Our email marketing solutions give franchises the ability to maintain control over content and brand, while offering franchise owners customization and ease-of-use.

Franchise-based businesses can:

- Leverage Constant Contact to develop a customized roll out plan that can include webinar training, support materials, and participation at annual conferences.
- Create content for their franchises to use “as is” or to customize as needed.
- Monitor participation and usage by the franchisees, as well as receive aggregated reporting statistics on their email campaigns.
- Take advantage of Constant Contact’s dedicated on-boarding specialist for your franchisees.
- Have access to Constant Contact’s unlimited, free support delivered by our award-winning Customer Service Team.