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#### Partner at a Glance

Name: Mad Science

Location: Montreal, Canada

Number of Franchises: 164

Franchise Partner Since: 2008

URL: [madsience.org](http://madsience.org)

## SCIENCE EDUCATION COMPANY GOES “MAD” FOR EMAIL MARKETING WITH CONSTANT CONTACT

Mad Science is a leading science enrichment provider that delivers educational, hands-on science experiences for children ages 3 - 12. An international franchise corporation with 164 franchises worldwide, Mad Science reaches more than 4 million children a year in 206 markets. Teachers, parents, after-school programs, and summer camps all look to Mad Science to provide quality science education. The company has won awards and received extensive media coverage in the *New York Times*, the *Wall Street Journal*, and on *CNN*.

Dawa Samdup, franchise account manager at Mad Science’s corporate offices in Montreal, Canada, says that with so many franchises around the world, the company needs to maintain control of its brand while helping franchises communicate effectively with customers. With Constant Contact’s Franchise Business Partner program, Mad Science can fulfill both of these needs and use the Email Marketing service to communicate from corporate to its franchise network.

“With Constant Contact, we can maintain a corporately approved image for all Mad Science communication, and the price and versatility are excellent,” Dawa says.

### CHALLENGE: Controlling “experiments” and managing costs

“One of the challenges for our franchises is finding affordable ways to reach out to customers. Print ads and direct mail are expensive and imprecise, and you have no way of tracking how many of those pieces end up in the trash,” Dawa says.

Another challenge is managing the look and feel of all communications, especially internationally.

Until recently, some Mad Science franchises had been using Constant Contact on their own. Then in 2008, “about a dozen franchisees came to corporate to ask if we could facilitate a partnership with Constant Contact. They were very clear that this was a much, much cheaper alternative to direct mail,” Dawa says.

The corporate office saw the benefits of Constant Contact right away. “This service gave us control over our brand, saved money, provided excellent tracking features — and our franchisees liked it,” he says.

Mad Science negotiated an agreement with Constant Contact and developed a custom template for its franchises. A partnership was born.



## Mad Science

### **BUSINESS PARTNER PROGRAM ADVANTAGES: Efficient communication, cost, and content all add up for large franchise company**

Many Mad Science franchises are now using Constant Contact for their email marketing, primarily sending monthly newsletters, registration information, and targeted campaigns to specific markets such as teachers, parents, or school administrators.

Dawa identifies countless benefits of the service, especially over direct mail. “You can track your email campaigns, see who opened them, get bounceback data. This is a tremendous advantage,” he says, particularly in large markets where franchises might be sending to 10,000 customers.

The price is much better too. “Constant Contact’s pricing structure is a great value whether you have 200 or 20,000 names on your list. And you don’t have the printing, material, and postage costs of direct mail,” he says. With the Franchise Business Partner program, franchisees also get a better deal with Constant Contact than they would if they each had individual accounts.

Franchisees also rely on Constant Contact to communicate with their employees, many of whom are science instructors working out “in the field.” “Employees are rarely in the office at the same time; franchises use Constant Contact to relay information that might ordinarily be discussed at a meeting,” Dawa says.

While Mad Science franchisees like Constant Contact for its efficiency, versatility, and price, corporate likes it for the control it offers them. “Our franchisees can only access templates approved by the main office. That gives us control over brand, as opposed to each franchise doing its own thing,” Dawa says.

The Franchise Business Partner program also allows Mad Science to help franchisees create informative, enjoyable content. For example, during Black History Month, Dawa wrote two biographies of black scientists, which franchisees could then include in their newsletters. “We don’t require them to use our content, but regardless, we encourage them to ‘add value’ to what they send out,” Dawa explains. “This might mean science news or fun experiments for kids, in addition to ads for new programs. We want customers to see Mad Science newsletters as fun and interesting.”

The corporate office also uses Constant Contact to communicate with its franchises. Dawa likes that he can send attractive-looking communications that clearly carry the Mad Science “brand” while also subtly promoting the Email Marketing service he wants his franchisees to use. “Plus we can track which franchisees are opening the information. In the past, we had no way of knowing if they were reading what we sent.”

Finally, Constant Contact supports Mad Science’s goal of driving customers to the web. Each franchise has its own site that offers online registration and payment services, which reduces administrative costs and registration lag-time. With a link embedded directly into an e-newsletter, a customer can get to the Mad Science franchise’s website in one click. Franchisees also like this immediacy of response; when they send out registration information, sign-ups happen quickly. “A parent can go from opening a Constant Contact e-newsletter to registering their child for a program in less than 15 minutes. That is a real benefit,” Dawa says.



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### **RESULTS: Constant Contact makes “good scientific sense” for franchise business**

Since Mad Science launched its partnership with Constant Contact a year and a half ago, nearly half of its franchises have started using the service. “We are very pleased with this implementation,” Dawa says. Constant Contact’s Franchise Business Partner program has helped Mad Science address several key issues involved in managing a large franchise network—in particular, supporting the franchises’ marketing efforts while maintaining brand control.

The franchises are pleased too. Dawa says “the consensus has been overwhelmingly positive. Our franchisees see email marketing with Constant Contact as a huge benefit. It saves them money, helps them reach out to and track their customers, and communicate with their employees. All around, Constant Contact is an excellent fit for Mad Science.”

### **TIPS FOR OTHER FRANCHISE PARTNERS:**

If you are a franchise-based business, listen to your franchisees and consider implementing Constant Contact for your franchise.

Franchise-based businesses can:

- Maintain control over content and brand, while offering franchise owners customization and ease-of-use.
- Leverage Constant Contact to develop a customized roll out plan to train your franchisees on email marketing best practices.
- 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.
- Have access to Constant Contact’s unlimited, free support delivered by our award-winning Customer Service Team.