

From Enterprise Vision to Local Precision: Integrated Data-Driven Framework for Real Growth

Presented By:

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Agenda



01

The Mid-Market Marketing Gap (The Problem)

02

Current State of Multi-Unit Marketing (What's Broken)

03

The Triadex Framework (What Works)

04

Roadmap, Risks & Mitigation (Executing with Foresight)

05

Q&A + Next Steps

Overview

Key Takeaway:

- ✓ Mid-market restaurant brands are the most underserved – and biggest opportunity-in marketing today.

Key Bullets:

- ✓ Enterprise Strategy. Mid-Market Efficiency.
- ✓ Triadex
- ✓ Restaurant Leadership Conference

The Mid-Market Gap

Key Takeaway:

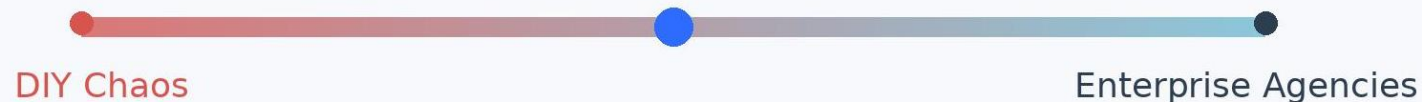
- ✓ You're stuck in the most difficult segment in marketing.

Key Bullets:

- ✓ Too big for DIY
- ✓ Too small for big agencies
- ✓ Marketing becomes fragmented



YOU (20-800 locations)



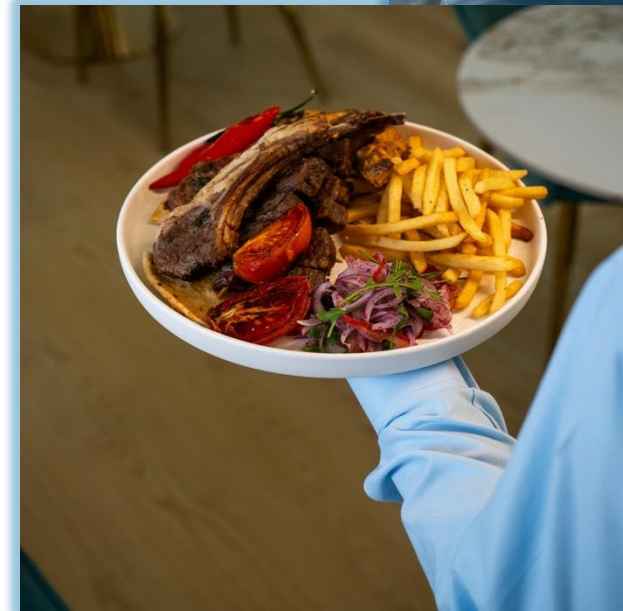
The Real Cost of Inefficiency

Key Takeaway:

- ✓ Marketing inconsistency is a revenue problem, not just a branding problem.

Key Bullets:

- ✓ 20 – 30% wasted spend (industry avg.)
- ✓ Inconsistent store performance
- ✓ Missed local demand



Why Now?

Key Takeaway:

- ✓ The game has shifted to local, digital, and real-time.

Key Bullets:

- ✓ 80% of restaurant discovery is mobile-first
- ✓ Reviews influence 90% of decisions
- ✓ Social content drives foot traffic

What We See Across Operators

Key Takeaway:

- ✓ Most brands lack a scalable system.

Key Bullets:

- ✓ No lifecycle marketing
- ✓ Inconsistent execution
- ✓ Reactive campaigns



The Fractured Stack

Key Takeaway:

- ✓ Tools exist—but they're not connected.

Key Bullets:

Fragmented Ecosystem

- ✓ Disconnected channels (listings, social, paid, reviews; online/offline)

Siloed Data

- ✓ No unified, omni-channel customer view

Limited Measurement

- ✓ Incomplete tracking, reporting, and attribution

Weak Customer Insights

- ✓ Little visibility into the customer journey





The Talent Gap

Key Takeaway:

- ✓ One hire cannot solve a multi-faceted problem.
- ✓ Replace one hire with a full team.

Key Bullets:

- ✓ Fractional = full team access
- ✓ Strategy + SEO + Creative
- ✓ Always-on, scalable execution



Cost Comparison

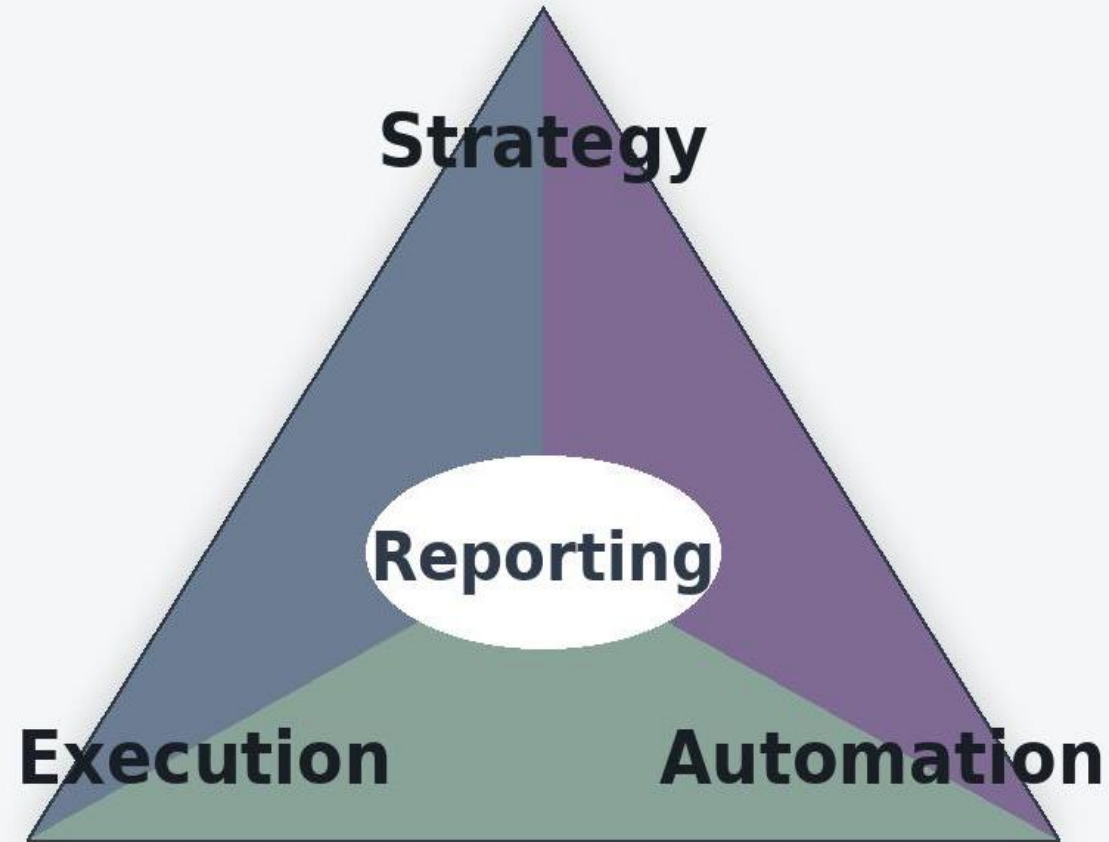
Key Takeaway:

- ✓ This is a capabilities & financial efficiency play.

Key Bullets:

- ✓ Leverage support that adapts and scales alongside organizational growth
- ✓ Internal hire: \$80k–\$120k+
- ✓ Agency: \$10k+/month
- ✓ Triadex: optimized mid-market model

The Triadex Model



Key Takeaway:

- ✓ Systems—not size—create enterprise-level results.

Key Bullets:

- ✓ Big Brand DNA
- ✓ Mid-Market Efficiency
- ✓ Built for 20–800 units
- ✓ Strong reporting enables performance tracking, benchmarking, and crawl–walk–run optimization to drive ROI

Pillar 1: The Playbook System

Key Takeaway:

- ✓ Scale is driven by a disciplined, trustworthy test-and-learn approach that validates optimization.
- ✓ Playbooks enable scalable testing and learning across multiple business objectives.

Key Bullets:

- ✓ Trade area informed strategies
- ✓ Scaled campaigns tailored to specific business goals
- ✓ Analytics to drive improvement
- ✓ Centralized control





Representative Results: Playbook Impact

Key Takeaway:

- ✓ Most brands lack a scalable system.
- ✓ Consistency drives measurable growth.

Key Bullets:

- ✓ +18% increase in store traffic (multi-unit QSR)
- ✓ 35% reduction in campaign costs
- ✓ Faster rollout across 20+ locations

References

Standardized campaign rollout across all locations. Representative results from multi-unit restaurant clients (5–50 locations) across QSR and casual dining segments. Measured over 60–90 day campaign periods. Results may vary.

Pillar 2: Agile Content Engine

Key Takeaway:

- ✓ Content wins—but only if it's fast and relevant.

Key Bullets:

- ✓ Native content > polished ads
- ✓ Weekly content cycles
- ✓ Platform-specific creative





Representative Results: Content Performance

Key Takeaway:

- ✓ Personalization outperforms traditional ads.

Key Bullets:

- ✓ 3–5x engagement vs traditional creative
- ✓ +22% increase in local traffic
- ✓ Lower cost per acquisition

References

Native social content vs traditional creative baseline. Representative results from multi-unit restaurant clients (5–50 locations) across QSR and casual dining segments. Measured over 60–90 day campaign periods. Results may vary.

Pillar 3: Co-Op Fund Maximization

Key Takeaway:

- ✓ Most brands leave money on the table.

Key Bullets:

- ✓ 10–50% reimbursable spend (MDF)
- ✓ Requires compliance
- ✓ Often underutilized



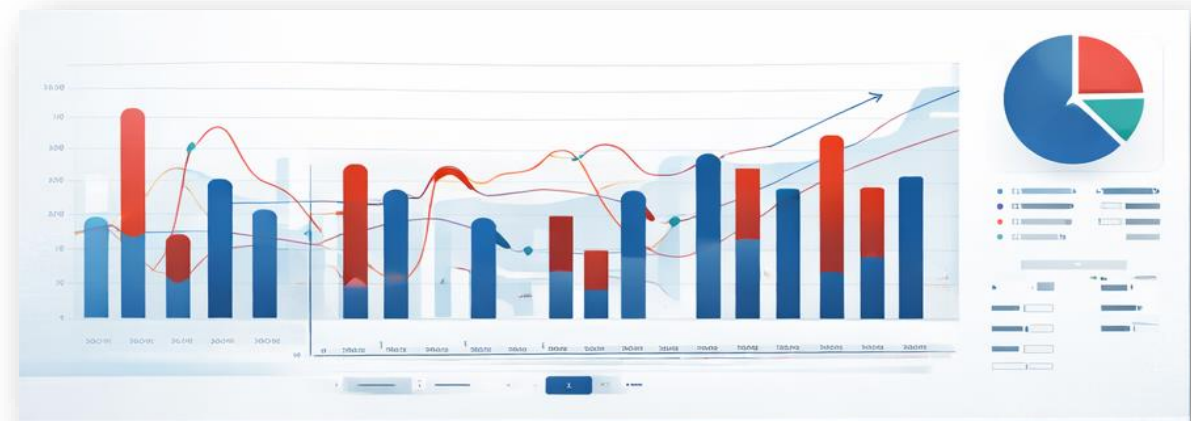
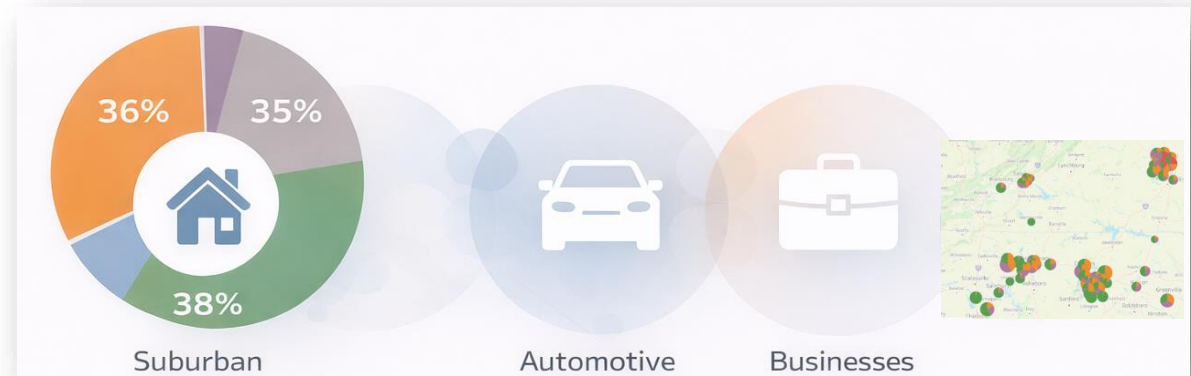
Pillar 4: Hyper-Local Domination

Key Takeaway:

- ✓ Growth happens within 3–5 miles.

Key Bullets:

- Trade Area Analysis
 - Broad, non-urban coverage
 - Strong local demand
- Geo-targeted campaigns
- Mail + digital integration
- Community positioning
- Inbox Placement Rate (IPR)
 - Short term vs long-term trends
 - Insights to improve email deliverability



Representative Results: Local Strategy

Key Takeaway:

- ✓ Local-first strategy drives immediate results.

Key Bullets:

- ✓ +27% increase in foot traffic
- ✓ +40% redemption on localized offers
- ✓ Stronger repeat customer base

References

Geo-targeted campaigns within 3-mile trade areas. Representative results from multi-unit restaurant clients (5–50 locations) across QSR and casual dining segments. Measured over 60–90 day campaign periods. Results may vary.



Value Comparison



Key Takeaway:

- ✓ Triadex delivers enterprise outcomes efficiently.

Key Bullets:

- ✓ Strategy: Enterprise-level
- ✓ Speed: Agile
- ✓ Cost: Optimized
- ✓ Tech: Shared advantage

90-Day Plan

Key Takeaway:

Structured rollout = faster results.

Key Bullets:

What to Test?	Execution Gaps Kill Performance
Audience	Inconsistency
Offer	Overcomplication
Messaging	Ignoring Local
Creative	



What Success Looks Like

Key Takeaway:

- Measurable, store-level growth.

Key Bullets:

- Traffic ↑
- ROI ↑
- Consistency ↑



The Competitive Edge



Key Takeaway:

- The next decade belongs to systemized marketers.

Key Bullets:

- Efficiency wins
- Local wins
- Systems win

Next Steps:

- Free audit / Trade Area Analysis (\$5,000 value)
- Contact info

Thank You!

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