

FRANCHISING



A Digital Marketing Company



OpenDG

4th Floor, Plot No. 97, Ayyappa Society Main Road,
Madhapur, Hyderabad Telangana, India - 500081

Franchisee Head

OpenDG

A Digital Marketing Company

- ❖ OpenDG Management and expert team will conduct interviews to recruit Franchisee Heads
- ❖ Appointing one Franchisee Head in one city
- ❖ Agreement will be provided for 2 years
- ❖ OpenDG will provide the training as well as brochures, official identities, demo files etc.,
- ❖ Name and address of the franchisee head will be placed at official website of the company.
- ❖ Franchise head will be getting 20% of the each project Value that he gets for the OpenDG.
- ❖ Project deliverables will be done by OpenDG, Hyderabad
- ❖ On the Achievement of 12Lakh rupees business by Franchise Head in 6 months , Franchisee head will get Rs.1 Lakh as special incentive from the company to setup an office at their location.
- ❖ OpenDG will provide franchisee operations training and support to recruit team members. And it will also give the option to take the project deliverables task
- ❖ Selected Franchisee Head/ Regional Head needs to pay Rs.49,000 as a one-time fee.
- ❖ 4th Anniversary offer gives 50% OFF on Franchise fee, Just Rs.24,500/-.



Track



Step 1

Franchisee Head
First 6 -12 Months

Step 2

Setup A Franchisee
Rs.1 Lakh by OpenDG

Step 3

Entrepreneurship
Rs.2 Lakh by OpenDG

Role of the Franchisee Head

- ◆ Generate leads & communicate them via telephone, email & direct visit.
- ◆ Present proper & customized PPT presentation which helps them to convert as a client
- ◆ Assessment of monthly sales & reporting to the Main Branch.

Desired Candidate Profile

- ◆ Should be able to drive the business
- ◆ Should have excellent communication skills in both written and verbal
- ◆ Business acumen, Entrepreneurial knowledge, Risk taking ability
- ◆ Experience in sales is preferred , Should be a graduate in any stream

Key Points

- 1) FranchiseeHead is not a regular job
- 2) It can be treated as a **pre version** of entrepreneurship
- 3) Franchise Head will get 20% commission from the project value of each client acquired by him/her.
- 4) Having a 6months successful journey creates to get the option to establish your own office at your location

Time Lines

S.No	Activity	Date
1	Starting of Registrations	3rd September 2018
2	Last Date	18th September 2018
3	Business Workshop	23rd September 2018
4	Online Training in Digital Marketing	25th September – 10th October 2018
5	Bank accounts and other procedures completion by	30th September 2018
6	‘Franchisee Head’ Role Starting Date	15th October 2018
7	Franchise Office Setup - Workshop	30th March 2019
8	Starting Date of Franchisee	8th April 2019



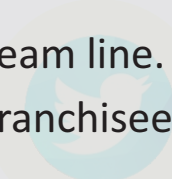
Online Training Program Topics

Session	Topic	Details
1	Online Marketing Concepts -Basic SEO	Gives an idea about all verticals in Online Marketing. Google Concepts, Search Engine Optimization off page techniques.
2	Advanced SEO	Occupy Google Search Results -SEO advanced Link building and Factors involved in on page optimization (SEO Issues involved @ web construction)
4	Domains and Hosting	Domains SEO Values, Registrations, Transfers, Resell, Parking etc.. Different types of shared, dedicated hosting..Cpanel and email configurations
5	Google Tools	Google Analytics, Webmaster Tools, Trends, Apps, Places etc.,
6	PPC(Pay Per Click)	Search and Display Ads @ Google Adwords, Facebook, Twitter and LinkedIn Paid advertising
7	Social Media Promotion and Marketing	Promotions Via Facebook, Twitter, LinkedIn, YouTube,Pinterest, Google Plus etc.. Advanced Techniques and Tools
8	Social Profiles and Branding	Enhancing Brand value, Increasing Social Presence Via reputed profile sites
9	Blogging, Word Press	Creating own blog to increase traffic and Leads. Word press installation, plugins, tools and developing a high end blog/website
10	Payment Integrations, Content Marketing	Paypal, Payu India, CC avenue etc., Content marketing through guest blogging, article publishing etc
11	Affiliate Marketing	Click bank,Cj, Shareasale, Linkshare etc., Generating leads and Sales for our product
12	Email Marketing	Traditional and Modern email marketing methods. Do's and Don'ts. Tools like Constant Contact, Mail Chimp, Elastic Mail etc
13	Mobile Marketing	SMS Marketing, Whatsapp Marketing
14	3rd Party tools ,Online Money Earning	Pagemodo, Radion6,HootSuit, Social etc., Online Money earning setup through Google Adsense and other affiliate sources

Manager – Franchisee Relations

OpenDG will have one **Dedicated Franchisee Manager** who can manage all Franchisee relations. Will be applicable from 15th October 2018

- 1) She will be the single point of contact for all queries
- 2) She will arrange the special training programs whenever it requires
- 3) She will provide marketing material once in a month
- 4) She will monitor Ads placing at news papers
- 5) She can give maximum support at CAP – Clients Acquisition Program
- 6) She can place PPC campaigns on behalf of Branch requirement.
- 7) She will help Franchisee heads on Client reporting
- 8) She will talk to clients also in critical situations/ conditions
- 9) She can visit respective branches based on their special request to make all things into stream line.
- 10) Under the guidance of CEO and other core members she will be coordinating with every franchisee.



Local Media Ingredients & Income Model

- ✓ OpenDG creates one online news website on the respective city for every franchisee
- ✓ Regular updating that news website, will give excellent hold for the franchisee business. It can give better number of leads as well.
- ✓ The best part on this is **Generating regular and standard income through Google AdSense**. But it will be applicable after 3 months only.
- ✓ Head office income share in Google AdSense is just 30%. Remaining 70% will be credited into Franchisee account.



THANK YOU



B V Reddy, ArunabhDhar, Sarakadam, Narayana Rao and Harsha Vijender Jain

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