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413 franchise inquiry & onboarding operations

OVERVIEW

Handled franchise inquiries across four brand pages and coordinated prospects from first questions through meetings, follow-ups, payment reminders, and onboarding handoffs.

ROLE	Franchise Manager / Digital Marketing Associate
PERIOD	March 2025-April 2026
STATUS	Supported multiple F&B brands in the Philippines

THE PROBLEM

Prospective franchisees reached the company through several Facebook pages and needed clear, timely answers about the brands, investment options, and next steps. Interest also had to move through meetings, payment follow-up, and coordination with decision-makers.

MOVE A FRANCHISE INQUIRY TOWARD A CLEAR NEXT STEP

1. Respond to inquiries arriving through four official Facebook pages.
2. Share brand information, brochures, starter-package details, and sample ROI computations.
3. Schedule one-on-one meetings, coordinate with decision-makers, follow up on franchise-fee payments, and support onboarding handoffs.

WORK DELIVERED

- Managed franchise inquiries and lead communication across Grandma's Sandwich, 413 Brew Systems, Double D' Brew, and 413 World of Franchise PH pages.
- Coordinated prospect meetings, follow-ups, and communication with decision-makers.
- Supported franchise-fee payment follow-up and handoff to onboarding.
- Assisted with onboarding coordination for Grandma's Sandwich's first four franchise stores.
- Contributed to weekly content planning, landing pages, and Meta Ads campaigns.

WHAT THE WORK ENABLES

- Prospects received a consistent path from initial inquiry to meeting, payment follow-up, and onboarding coordination.
- The Double D' Brew / Double D' Mango franchise program recorded more than 115 closures, with inquiry communication and follow-up supported through this role.

- Onboarding support helped the first four Grandma's Sandwich franchise stores move forward.
- Franchise communication and digital marketing planning worked together across four brand pages.

CONSTRAINTS

The work covered several F&B brands and four public Facebook pages, with hundreds of franchise-related inquiries handled daily. Prospects needed timely, accurate information while meetings, payment questions, and handoffs moved between multiple decision-makers.

HOW I WORKED

Combined day-to-day Messenger inquiry management with meeting scheduling, follow-up, fee-payment coordination, and onboarding handoffs. Weekly planning and paid-campaign support helped keep franchise communications connected to the brands' marketing activity.

PLATFORMS & SALES MATERIALS

Meta Business Suite | Facebook Pages and Messenger | Meta Ads Manager | Canva collaboration | Franchise brochures | Starter-package breakdowns | Sample ROI computations

DETAILED CASE STUDY

At 413 Double D Enterprises OPC, I managed franchise inquiries and marketing support across four Facebook pages. My work connected first contact with brand information, one-on-one meetings, decision-maker follow-up, franchise-fee coordination, and onboarding handoffs.

01 / THE LEAD JOURNEY

Franchise interest arrived through several brand channels

Prospects contacted the company through the pages for Grandma's Sandwich, 413 Brew Systems, Double D' Brew, and 413 World of Franchise PH. The portfolio record describes hundreds of franchise-related inquiries each day.

An inquiry needed a useful next step: a clear explanation of the brand and package, a conversation with the right decision-maker, then follow-up on meetings, payments, and onboarding.

02 / THE APPROACH

Give each prospect clear information and a human follow-up

I responded to franchise inquiries and shared brand materials such as brochures, starter-package breakdowns, and sample ROI computations. For interested prospects, I scheduled one-on-one meetings and coordinated communication with the company's decision-makers.

After those conversations, I followed up on franchise-fee payments and helped hand new franchisees into onboarding. That gave each lead a path beyond the initial Messenger conversation.

03 / MARKETING AND ONBOARDING SUPPORT

Connect franchise communication to brand activity

Alongside inquiry management, I joined weekly content-planning meetings, created websites and landing pages for advertising and promotions, and supported Meta Ads campaigns across multiple food-service brands.

I also assisted with onboarding coordination for the first four Grandma's Sandwich franchise stores. The work covered both acquisition conversations and the handoff toward opening.

04 / WHAT THE WORK SUPPORTED

A repeatable path from inquiry to franchise handoff

My role supported communication and follow-up for a Double D' Brew / Double D' Mango program with more than 115 franchise closures recorded by the business. I describe that as a business-level outcome and do not attribute every closure to my individual work.

The role also supported the first four Grandma's Sandwich franchise store onboardings and tied page management to meetings, payment follow-up, weekly content planning, and advertising activity.

A USEFUL PLACE TO START

What is slowing your business down?

[Schedule a call](#)

Tell me about the workflow, the friction, and what a better version would look like.

TO GOD BE THE GLORY!

And we know that all things work together for good to them that love God, to them who are the called according to his purpose.

- Romans 8:28