

FRANCHISE OVERVIEW

Built for the entire franchise system.

Marketing · Media · Technology

Franchise marketing, media, and technology in one in-house team, for franchisors and franchisees alike. The campaigns that fill locations, the media that carries the brand, and the software, operations, and training systems that keep a growing network consistent.

2001
FOUNDED

100%
IN-HOUSE TEAM

NY + FL
TWO OFFICES

3
PILLARS, ONE TEAM

Two audiences, one system.

A franchise system has two customers with two different problems. Franchisors and franchisees pull on the same brand from different ends. We build for both, so the system grows without the brand drifting.



FRANCHISORS & BRAND HQ

Grow the system, hold the standard.

Recruit qualified franchisees, launch new markets, and keep every location on brand, with reporting that gives headquarters a clear view from the top down.

- ◆ Franchisee recruitment and development
- ◆ Brand standards enforced across the network
- ◆ Consistent execution in every market
- ◆ Performance visibility, HQ to unit



FRANCHISEES & LOCAL OWNERS

Fill your location.

Local demand in your own market with campaigns that are ready to run and already on brand. Less guesswork, more booked customers, and a team that already knows your system.

- ◆ Local marketing that stays on brand
- ◆ Ready-to-run campaigns and assets
- ◆ Marketing without becoming a marketer
- ◆ Support from a team that knows the brand

Everything a franchise brand needs, under one roof.

Marketing, media, and technology that work together instead of in silos. One strategy, one brief, no vendor handoffs and no finger pointing.



Marketing

Demand, brand, and franchisee leads.

- ◆ Strategic Planning and go-to-market
- ◆ Branding and Identity standards
- ◆ Advertising and PPC by market
- ◆ Social, corporate and local
- ◆ Public Relations
- ◆ Franchise Development campaigns



Media

Reach that fills locations.

- ◆ Long Island Wave audience
- ◆ Wave Expos branded experiences
- ◆ Owned channels and content
- ◆ Local store marketing
- ◆ Grand openings and launches
- ◆ Sponsorships and community



Technology

Software behind every location.

- ◆ Custom software development
- ◆ Mobile application development
- ◆ AI and Machine Learning
- ◆ E-commerce and scheduling
- ◆ Cybersecurity and data protection
- ◆ Compliance implementation

One system, every location.

Headquarters sets the brand and the plan. We carry it through marketing, media, technology, and operations, all the way down to each owner and storefront.

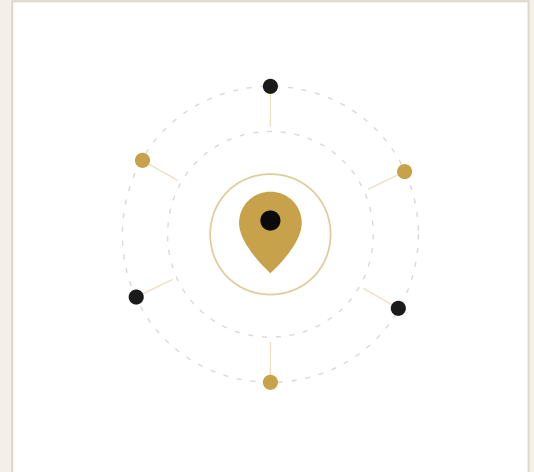


The same brand, the same standard, and the same tools, from headquarters to every unit in the network.

Built around the market in front of you.

No two markets share an audience. A location in one town is not the same as a location two counties over, and a new market needs even more groundwork. Whether we already run a market or we are opening a new one, we learn the region first.

We work with the community and local partners so the brand reaches the real audience, in every region.



Audience Mapping

We define who the customer actually is in that specific market, not a national average.



Community and Local Partners

We work with local organizations, partners, and voices on the ground to reach people where they are.



Local Media and Activations

Regional press, events, sponsorships, and the Long Island Wave audience put the brand in front of the right market.









Message Tuned to the Region

Creative, offers, and channels are adjusted so each market hears something built for it.

The back end that keeps a system consistent.

Growth breaks when every location does it differently. We build the operational and training systems that make the right way the easy way.

 Franchisee Portals and Intranets One place for owners to find tools, news, and support.	 Brand Asset Management Approved logos, templates, and creative available on demand.	 Local Marketing Portals Pre-approved campaigns owners can launch on their own, on brand.
 Training and Onboarding Learning systems that ramp new owners and staff faster.	 Operations and SOP Platforms Checklists, workflows, and standards by role and location.	 Reporting and Dashboards Performance visibility from headquarters down to each unit.

FRANCHISED CATEGORIES

Built for the categories that franchise.



Food & QSR

Restaurants, quick service, food concepts



Fitness & Wellness

Studios, gyms, recovery brands



Beauty & Personal Care

Salons, spas, med spa concepts



Home & Emergency Services

Repair, restoration, in-home brands



Health & Medical

Clinics, dental, care franchises



Retail & Consumer

Specialty retail, consumer services

HOW WE WORK

Strategy first, then build.

01

Map the System

We learn what headquarters and owners each need, and where the gaps are.

02

Build the Plan

Marketing, media, technology, and operations on one roadmap.

03

Launch and Scale

We execute, measure, and roll out across every location.

WHY WAVE

Experience that does not start over each time.

In-House Since 2001

A team that has done this for over two decades, with no offshore handoffs and no learning your business from scratch.

Owned Media Network

Reach most agencies rent, we own, through Long Island Wave and Wave Expos.

New York and Florida

Offices in Melville, NY and Boca Raton, FL, serving franchise systems regionally and nationally.

COMMON QUESTIONS

Do you work with franchisors, franchisees, or both?

Both. We support headquarters at the system level and owners at the local level, often at the same time.

Can franchisees run local marketing without going off brand?

Yes. We build local marketing portals with pre-approved campaigns owners can launch themselves, on brand every time.

Do you build the operations and training systems too?

Yes. Portals, onboarding, training, SOP platforms, and reporting are part of what we do, alongside marketing, media, and technology.

Do you have to use all three pillars?

No. Start with marketing, media, technology, or operations. It is one team either way, so adding the next piece is simple.

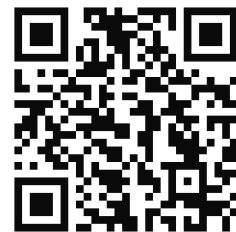
LET'S TALK

Let's scale your franchise.

Book a call: book.waveagency.com

Melville, NY 631.517.0010 Boca Raton, FL 561.221.2144

waveagency.com/franchises



SCAN FOR THE FULL
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