

CASE STUDY

SPOILED ROTTEN
PHOTOGRAPHY USES FBR TO
ATTRACT HIGH-QUALITY
FRANCHISE LEADS

Spoiled Rotten Photography named FBR as their most qualified lead source since starting with Franchise Business Review's Validation Program.

In today's franchise development landscape, generating high-quality franchise leads has become a challenge for many brands.

Fewer qualified leads are coming through channels like paid advertising and form-fills on franchise development websites, leading to more brands seeking out new channels to find high-quality leads.

The FBR [Validation Program](#) offers the opportunity for franchise brands to showcase the results of their [Franchisee Satisfaction](#) surveys directly on the Franchise Business Review website. Candidates can then download the brand's satisfaction report and connect with the brand's franchise development team directly.

The FBR website is a place where people who are serious about finding franchise opportunities are *already* looking for brands to connect with. The FBR website traffic and Validation Program offer a great opportunity for franchise brands, just like Spoiled Rotten Photography, to get noticed and generate leads.

MEET THE BRAND Spoiled Rotten Photography



Spoiled Rotten Photography is the premier children’s school photography franchise offering a mobile business model that captures portraits for preschools, private schools (K-12), prep schools, and events.

Spoiled Rotten is a leading voice in the children’s photography industry. The photography industry boasts an impressive 11 billion dollar value (2022) and is in high demand for schools, events, and important family milestones.

Melissa Tash, founder of Spoiled Rotten Photography, took advantage of the Lead Generation program at FBR and has generated 15+ leads from the Franchise Business Review website in two years.

Although the lead number may not be as high as some other sources, Tash explains that the lead *quality* from the FBR program has been impressive.

“We pay more attention to the leads from FBR than any other source,” says Tash.

THE CHALLENGE generate leads & create more owner support

Spoiled Rotten’s key goals of engaging with FBR:

- Improve franchisee satisfaction, coaching, and support
- Generate qualified franchise leads
- Create a validation source for franchise buyers

When Spoiled Rotten Photography first started using the Franchisee Satisfaction surveys, their purpose, like many growing brands, was to gather feedback from their franchisees and learn how they could improve certain aspects of their owner coaching and support.

However, after seeing their data and the other services FBR offered, Tash saw the additional opportunity to use the Validation Program and other validation resources to help with their franchise development efforts.

THE FBR VALIDATION PROGRAM

“We needed more qualified leads,” says Tash, “and the leads from FBR are more qualified than the people filling in the form on our website because they’re more ready to engage in the opportunity right away.”

Through the FBR Validation Program, Spoiled Rotten showcases their survey results directly on the FBR website and has taken part in the ‘Rock Star Profile’ opportunity.

The Spoiled Rotten team has also participated in a development webinar and the FBR custom validation video opportunity: The validation video is a video created by the Franchise Business Review team that showcases the Spoiled Rotten survey data.

Tash explains that the validation and lead gen opportunities like the video, rock star profile, and webinar are helpful because they can be used in their brand’s development and sales processes as validation tools.

Having third-party validation is a huge part of the sales process and is a great way to stand out from other franchise opportunities in today’s fast-paced, competitive landscape.



improving franchise owner **COACHING AND SUPPORT**



As franchise brands grow and scale, add team members, and expand their territories, the franchisors naturally get less face time with each franchise owner.

Spoiled Rotten Photography is known for its coaching and excellent franchise owner support. So staying in touch with their franchisees and keeping in touch with areas to improve has always been a priority for their team.

“The surveys have helped us check in on franchisees more frequently,” says Tash, “They’ve been super helpful as we’ve scaled. We use them to work on coaching and communication improvements.”

Tash also praised the FBR team for ensuring she always understands their

survey results and how they can be used to improve the Spoiled Rotten system.

“The most fascinating part has been seeing the results from the newer owners vs our legacy owners,” explains Tash.

This was especially noticeable in their 2024 data when the Spoiled Rotten leadership team saw that the franchisee feedback on technology was rated lower by newer franchisees.

Seeing that technology was not ranked as highly by newer franchise owners allowed the Spoiled Rotten Photography team to add technology and operational tool improvements to their annual goals for the following year.

SEE THE RESULTS

HERE ARE SOME OF THE TOP RESULTS THE SPOILED ROTTEN TEAM HAS SEEN FROM ENGAGING WITH THE SURVEYS, LEAD GENERATION, AND VALIDATION PROGRAMS:



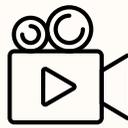
RECEIVED **15+ LEADS**
FROM THE FBR WEBSITE
IN 2 YEARS



CLOSED **5 DEALS**
THROUGH FBR LEADS



USED SURVEY RESULTS
TO CREATE **BUSINESS**
GOALS FOR 2025



REGISTERED FOR THE
FBR VALIDATION VIDEOS



TOOK PART IN THE **ROCK**
STAR PROFILE UPGRADE &
WEBINAR

Interested in getting results like these for your own system? Franchise Business Review helps franchise brands at all phases of growth to understand your franchisee satisfaction and identify areas to improve.

CONTACT US TO GET STARTED!

