

Email marketing built for your ecosystem

Empower your locations. Protect your brand.

Emma is the only email marketing platform that gives franchise HQ full brand control and campaign approval, while making it simple for every franchisee to create, send, and measure on-brand campaigns. Manage 5 locations or 2,000+ from a single dashboard.

The business impact for franchises



Brand consistency at scale

Every email from every location looks, feels, and sounds like your brand, with no risk of off-brand sends reaching customers.



Faster local execution

Franchisees launch campaigns in minutes using pre-approved templates, no design skills or HQ hand-holding required.



Measurable revenue growth

Localized, on-brand email drives engagement, repeat visits, and trackable ROI at every single franchise location.

Common franchise challenges

- X Franchisees send off-brand or unapproved emails
- X No visibility into local email performance
- X Inconsistent messaging erodes brand equity
- X Time wasted managing separate tools per location
- X Non-technical franchisees struggle with complex platforms

How Emma helps

- ✓ Approval workflows let HQ review before any send
- ✓ Central dashboard tracks every location's results
- ✓ Locked templates & shared assets ensure consistency
- ✓ One platform with subaccounts for every location
- ✓ Drag-and-drop editor accessible to all skill levels



“The brilliant thing about Emma is that it makes the tool so simple for franchisees to use and it makes marketing easy for them to implement at the local level.”

— VP of Marketing, Title Boxing Club

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Tiered subaccounts



Every location gets its own account with dedicated contacts, campaigns, and reporting. All while HQ maintains a bird's-eye view of the entire organization from one dashboard.

Brand controls & locked templates



Distribute approved templates, logos, and images to one, fifty, or all locations at once. Lock brand-critical sections so franchisees can personalize content without going off-brand.

Campaign approval workflows



Route every franchisee campaign to HQ for review before it reaches a single inbox, giving you quality control without creating a bottleneck for your team.

Custom user permissions



Set granular, role-based access per user and per location. Control who can create, edit, send, or view, ensuring the right people always have the right level of access.

Cross-location reporting



Spot your top-performing locations, identify where engagement is lagging, and benchmark results across regions, all from a single reporting view that rolls up every subaccount.

Seamless integrations



Connect Emma to the scheduling, CRM, and business management tools your franchisees already use, keeping subscriber data at the core of every campaign.

Ready to scale your franchise email marketing?

See how Emma gives you control, and allows every location the power to drive local results.

[Get a Demo](#)

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