Mail

Failing Franchises

Marc Shuman's dilemma, with a quarter of his GarageTek franchisees struggling, is very typical of what I see with many franchisers [Case Study, March]. Franchisers need to be more accountable for helping their franchisees close sales. One idea is to create a marketing system that generates qualified sales leads for franchisees. That way, they will have something tangible to show for their ongoing royalty fees.

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No Phone Calls, Please

Although its easy to see how a pay-per-action ad model might be an attractive alternative to pay per click, it isn't without sizable flaws ["Why Pay for Ads That Don't Work?" March]. Tracking sales is extremely complex. As an online advertiser in a highly competitive environment, I've spent eight years using a wide range of analytics packages, and I can tell lieve. In some circumstan sale will occur on a first visit t ur website, but more often it wil ur at a later date. Even if you unt privacy laws that ght per tracking subsequent visits, are increasingly browsing on one chine and purchasing from another. Ac y tracking these purchases is nearly impossible.

The increased hype around pay-per-call marketing misses the whole concept of Internet sales. The Internet spawned a new type of business with cost structures designed to limit human interaction on a one-to-one basis. Amazon, eBay, and Google have all but removed telephone contact information from their websites. They use technology to solve buyers' problems, which reduces costs. To suggest that the way forward is to move toward an online model that makes your phone ring is ridiculous.

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Accommodating Academia

I disagree with Carl Schramm's few universities understand hov with businesses to bring new id ket ["Five Universities You Can ness With," February]. Having v MIT and with a number of univ I've found that the most intracta come from industry not unders partner. Many companies assun buying intellectual property is li up for an Internet service provi pressed, I rarely find a substanti that is not related to the compar wanting a better price.

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