

Tips & Tactics from 11 Brands on Targeting & Connecting with Customers

By: Sara Wykes | September 10, 2018



Young Rembrandts: parents

Young Rembrandts, founded in 1988 and franchising since 2001, has always had a very specific target market. "We know our audience backward and forward," says Liz Wahl, director of franchise marketing. "From the nature of our business, our audience is parents with kids

ages 3 to 12. We know our parents, and they don't change."

To reach those parents, Young Rembrandts uses a variety of methods, which have evolved over time into a mixture of traditional tools including print, and digital campaigns that embrace everything from Facebook to email marketing. However, says Wahl, "We see more of a return in grassroots marketing - connecting one on one with moms and dads. So we try to be visible where they are looking, and that includes at their child's school."

Some franchisees partner with schools to host events. Young Rembrandts conducts national marketing campaigns and buys national advertising, but that's more for brand building. The power of these combined national and local efforts has meant long-lasting relationships with parents, Wahl says, so much so that most new franchise buyers are parents of students who have taken a class at Young Rembrandts.