

BEYOND WORDPRESS

5 CMS Paths for Franchise Brands

Understanding the benefits and tradeoffs of each approach.

Open-source CMSs

EXAMPLES

WordPress, Drupal

GOOD FOR

Emerging brands, simpler franchise models or organizations with strong technical support.

LIMITATIONS

Plugins, maintenance, integrations and permissions become harder to manage as the system grows.

BOTTOM LINE

Flexible and inexpensive to start. The operational cost can compound with scale.

Visual development CMSs

EXAMPLES

Webflow, Framer

GOOD FOR

Corporate sites, franchise development sites and campaign pages where marketing wants design control.

LIMITATIONS

Managing hundreds of locations, local permissions and integrations requires custom development.

BOTTOM LINE

Strong for the corporate layer. Less naturally suited to running the full franchise web system.

Enterprise CMSs

EXAMPLES

Adobe Experience Manager, Sitecore, Contentful

GOOD FOR

Large organizations with significant budgets, dedicated technology teams and complex enterprise requirements.

LIMITATIONS

Long implementations, high costs and franchise-specific workflows that must be configured or custom-built.

BOTTOM LINE

Powerful, but often more platform than a franchise marketing team can realistically operate.

Managed all-in-one platform

EXAMPLE

Scorpion

GOOD FOR

Franchise brands that want one partner managing the website, paid media, SEO, listings, reviews and CRM.

LIMITATIONS

Limited ability to edit or control the website directly, plus less freedom to choose or replace individual vendors.

BOTTOM LINE

Simpler vendor management, but the website and marketing stack become tied to one provider.

Purpose-built franchise CMS

EXAMPLE

DevHub

GOOD FOR

Franchise systems that want direct control of their websites, backed by native multi-location infrastructure.

LIMITATIONS

A more specialized ecosystem, and potentially more platform than a small emerging brand needs.

BOTTOM LINE

Corporate, local and franchise development websites run on one foundation, without relying on plugins or custom development.

MAKING THE CALL

Choose the model that fits how your franchise operates.

Your website is infrastructure. Good design is not enough. It must support multiple stakeholders including franchisees, suppliers, and corporate teams.



devhub.com