



CANTINA ACAPULCO · FRANCHISE DOCUMENTS

Digital Infrastructure Inclusion

The Working Tech Stack You Inherit on Day One

CONFIDENTIAL

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Why This Document Exists

Most franchises hand you a brand and a manual. Cantina hands you a brand, a manual, **and a working digital business already producing leads, sales, and recurring revenue.**

This document is the inventory of everything you plug into on day one. Read it carefully — this is the moat.

1. Branded Location Page

Your venue gets a co-branded page on **cantinaacapulco.com** — a dedicated URL (e.g. `/locations/byron-bay`) that:

- Inherits the SEO authority of the parent domain from day one
- Is fully managed, hosted, and updated by the franchisor
- Pulls in your local menu, hours, photos, reviews, events
- Surfaces in Google for searches like "Mexican restaurant Byron Bay"
- Funnels traffic from the national recipe blog (the SEO engine) to your venue

What you save: \$15K–\$40K in web build + \$300–\$800/month in ongoing hosting and SEO.

2. CRM + Lead Routing

Every private chef, catering, and event inquiry from your territory routes directly to you.

- Centralised CRM (HubSpot or equivalent) with your venue's pipeline pre-built
- Auto-tagging by territory — leads in your radius are yours
- Pre-built email sequences for inquiry → quote → booking



- Dashboard view of pipeline value, conversion rates, source attribution
- Integrated with the website forms, no manual data entry

What you save: \$200–\$600/month in CRM + \$5K–\$15K in setup.

3. La Sirena Club Integration

The Cantina membership program (~\$9/mo or \$69/yr) is national. Members in your territory:

- See **your venue** as their home cantina in the app/web
- Receive your venue's events, soft launches, and member-only invites
- Generate recurring revenue you share in, with zero customer acquisition cost

What you earn: A share of La Sirena Club revenue from members in your territory (terms in *Royalty & Fee Schedule*).

4. Recipe SEO Traffic

Our recipe blog is the top of the funnel. It ranks for hundreds of Mexican recipe searches in Australia. Every recipe page contains:

- "Eat this at Cantina" CTAs that route by user geo to the nearest venue
- Cookbook upsells (revenue shared with your territory — see point 5)
- Email capture into La Sirena Club (revenue shared)
- Pop-up event signups (your territory's events surfaced)

What you save: \$50K+ in content production. **What you earn:** ongoing traffic feeding your venue without lifting a finger.

5. Cookbook Revenue Split

Every Cantina cookbook sold in Australia is attributed by buyer geo.

- Sales in your territory pay a **revenue share back to you** (terms in *Royalty & Fee Schedule*)
- Cookbook is sold digital + print — recurring sales, no overhead on your side
- Bundles (cookbook + cooking class, cookbook + lifetime recipe access) drive higher AOV

Example: Territory of 50K population × ~0.4% cookbook conversion × \$29 avg = ~\$5.8K/year passive revenue. Scales with brand growth.

6. Email Automation

Pre-built sequences ready on day one:

- Welcome series (5 emails) for new La Sirena Club members
- Weekly recipe drop (national + localised to your venue)
- Pop-up announcement campaigns (your territory)
- Win-back sequences for lapsed visitors
- Birthday & anniversary triggers
- Event-driven (RSVP, post-event follow-up)

Provider: Klaviyo or ConvertKit (TBD). You don't pay the platform fee — it's covered by the marketing levy.

What you save: \$200–\$1,000/month + 20+ hours/month of email production.

7. Social Content Templates

A monthly drop of branded, localised content:

- 10–15 Instagram reels (recipe demos, mezcal pours, venue B-roll)
- 30+ Story templates (events, specials, behind-the-scenes)
- 5–8 Recipe carousels (educational + shareable)
- 1 quarterly hero campaign (e.g. summer launch, Día de los Muertos)
- All in your venue's tagged location — no editing required

What you save: \$3K–\$8K/month in agency or in-house content production.

8. Pop-Up Campaign Integration

The national Pop-Up Campaign (where the public votes for cities they want Cantina to come to) is integrated with your territory:

- Your territory appears on the national voting map
- Demand signals for satellite pop-ups (catering events, market days) flow to you
- Built-in audience research — you see exactly where local demand concentrates

What you earn: Pop-up ticket revenue stays in-territory (terms in *Royalty & Fee Schedule*).

9. Analytics Dashboard

A single view across:

- Website traffic (your location page + territory inquiries)
- CRM pipeline (leads, conversions, revenue)
- Email performance (opens, clicks, attributed revenue)
- POS sales (once integrated)
- Customer LTV by source
- Reputation (review velocity, average rating)

What you save: \$200–\$500/month in analytics stack + setup time.

10. Reputation Management Tools

Auto-aggregation across Google, TripAdvisor, Instagram, Facebook:

- All reviews in one inbox
- AI-drafted reply templates (you approve, we send)
- Negative-review escalation alerts (immediate Slack/email)
- Quarterly reputation report with action items

What you save: \$150–\$400/month + active oversight time.

11. POS Integration Recommendations + Setup Support

We don't lock you into a single POS, but we have:

- Vetted partners (Square, Lightspeed, Toast) with preferred pricing
- Pre-built menu templates that import directly into your POS
- Inventory & recipe-costing templates synced to the kitchen playbook
- Setup support included in the launch package

12. Knowledge Base & Operations Hub

A private, always-up-to-date Notion (or equivalent) workspace:



- The full recipe playbook
- SOPs for every station (prep, line, bar, service, close)
- Training videos and certifications
- Suppliers, contacts, escalation paths
- Updates pushed automatically when the playbook evolves

The Bottom Line

Building the digital infrastructure above from scratch would cost a single-venue operator approximately:

COMPONENT	ONE-TIME	ONGOING /YR
Website + SEO foundation	\$20K-\$40K	\$5K-\$10K
CRM setup + automation	\$8K-\$15K	\$4K-\$8K
Content production (social + email)	\$15K-\$30K	\$40K-\$100K
Analytics + reputation stack	\$5K-\$10K	\$4K-\$6K
Knowledge base + training system	\$10K-\$20K	\$2K-\$5K
Total	\$58K-\$115K	\$55K-\$129K /yr

You get all of this for the franchise fee + ongoing royalty + marketing levy. Plus you **earn** from the national digital businesses (cookbook, La Sirena Club, pop-ups) you'd never have built solo.

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