

Global Fitness Franchise Company

A global fitness franchise company launches easy-to-use quarterly multichannel campaign packages to its locations and generates over 1,000 leads per quarter, driving revenue and brand recognition.

The Business Challenge:

The fitness franchise found that most local studios were not executing marketing for their location because they didn't know how, and for those that were, the materials they were using were not on brand. They wanted to create a way for locations to access and execute defined quarterly campaigns with ease to increase brand awareness, generate leads at the local level and stay consistent with the national brand standards.

OneTouchPoint Solution:

Multichannel Campaign

OneTouchPoint created a set of quarterly campaign packages that were designed to take seasonality and brand promotions into consideration and to make it simple for franchisees to localize online advertising for their particular local studio.

The tactics included:

- In-Store Signage
- Direct Mail
- Email
- Paid Search
- Social Advertising
- Display Advertising

Brand Asset Management Platform

Using the OneTouchPoint U.Connect platform, the OTP team created a program that allowed local studios to opt their locations into prescriptive, predetermined multichannel campaigns that were driven by the corporate monthly promotions and seasonal activities. The campaign packages were designed with multiple touchpoints using creative that was automatically swapped out on a monthly basis or during pre-determined promotional periods, making it easy for studio owners to execute multichannel campaigns and adhere to the organization's brand standard at the click of a button.

Campaign Results

- Average of **1,063 leads generated per quarter**
- Between **100-300 studios opt in to programs each quarter**, increasing brand awareness and sales throughout the market

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