

## Case Study

# Global Fitness Franchise Company

 Franchise

## Business Challenges and Strategy

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.

## Strategy, Goals and Results

### 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
- Paid Search
- Direct Mail
- Social Advertising
- Email
- 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



Between **100-300 studios opt in to programs each quarter**, increasing brand awareness and sales throughout the market.



Average of **1,063 leads generated per quarter**.



## Technology Solutions Implemented

- U.Connect TCMA Platform capabilities leveraged:
  - Local marketing campaigns
  - Rights management | user access controls
- U.Connect Digital Asset Module
  - Single source of truth for assets / campaigns
- Marketing Services
  - Campaign management services
  - Paid search
  - Social media advertising
  - Display advertising
- Order Management & Fulfillment Solutions
  - Direct mail
  - Kitting