

# Global Fitness Franchise Tackles Marketing Challenges

Franchise

## Overview.

The Global Fitness Franchise Company encountered significant difficulties when it came to local studio marketing. Many franchisees either lacked the know-how to execute effective marketing or used non-compliant materials that detracted from the brand's integrity. By partnering with OneTouchPoint and leveraging the OTP One platform, the company successfully implemented a comprehensive multichannel marketing strategy that drove brand consistency, increased local participation, and achieved exceptional results, including generating an average of 1,063 leads per quarter.

**1,063 leads delivered quarterly** driving customer acquisition and revenue growth for participating studios.

## About the Organization.

The Global Fitness Franchise Company is a leader in the health and fitness industry, boasting hundreds of franchise studios worldwide. Despite their success, they faced a key operational challenge that impacted their ability to grow locally. Franchisees struggled to market their studios effectively, leading to inconsistent branding and missed opportunities to boost customer acquisition at the local level. Recognizing the need for a technology-driven solution, the company turned to OneTouchPoint and the OTP One platform to provide their franchisees with the tools and support they needed to create impactful campaigns.



### Current Results.

- ✓ High program adoption rate: 100+ studios
- ✓ Average of 1,063 leads per quarter
- ✓ Increased brand awareness

## Business Challenges.

Local studio marketing posed a major hurdle for the Global Fitness Franchise Company. Several challenges hindered franchisees from achieving their full potential:

## Key Pain Points:

- ✓ **Lack of marketing expertise:** Many franchisees were inexperienced in creating and running advertising campaigns, resulting in missed opportunities to attract new members.
- ✓ **Brand inconsistency:** Studios that attempted local marketing often used materials that were outdated, off-brand, and/or misaligned with the franchise's national standards.
- ✓ **Inefficiency:** Without centralized solutions or guidance, franchisees had to create and source their own materials and manage campaigns, leading to inefficiencies and lackluster results.

This disorganized marketing approach not only hurt individual studios but also jeopardized the franchise's overall brand reputation. The company needed a comprehensive, scalable solution that would empower franchisees to market locally while maintaining brand integrity.

## Strategy & Solutions.

To address the franchise's pain points, the OTP One platform was implemented, a robust tool designed to manage marketing operations for multi-location businesses. OTP One provided a streamlined, technology-driven solution to meet the fitness franchise's specific requirements, including:

- ✓ **Turnkey campaigns:** OTP developed quarterly campaign packages that were pre-designed, seasonally relevant, and aligned with corporate promotions. These campaigns included everything from in-store signage to digital advertising (paid search, social media ads, and display advertising).
- ✓ **Brand asset management:** The OTP One platform became a single source of truth for all marketing assets, granting franchisees easy access to approved, ready-to-use materials tailored to local markets.
- ✓ **Prescriptive campaign management:** Through a simplified opt-in model, studios could easily enroll in multichannel campaigns that allowed them to execute marketing efforts without needing advanced technical skills. Assets were updated automatically based on monthly or promotional changes, reducing the burden on franchise owners.
- ✓ **Multichannel outreach:** The campaigns spanned various touchpoints, including direct mail, email campaigns, digital ads, and even kitting solutions for specific promotional materials.



### Key Pain Points.

- ✓ Lack of marketing expertise
- ✓ Brand inconsistency across studios
- ✓ Marketing and collateral inefficiencies with franchisees



### Solutions Implemented.

- ✓ OTP One Platform
  - Brand Module
  - Create Module
  - Engage Module
- ✓ Order Management & Fulfillment

- ✓ **Support services:** OTP provided campaign management and marketing services to guide franchisees through the process, ensuring seamless execution and measurable results.

This comprehensive approach minimized the time and effort required by franchise owners, empowering them to focus on their core business while effectively boosting brand awareness and lead generation locally.

## Results to Date.

The partnership between the Global Fitness Franchise Company and OTP led to dramatic improvements in local marketing efforts and overall franchise performance. Key results include:

- ✓ **High program adoption:** Between 100-300 studios opted into the quarterly campaigns each cycle, demonstrating strong engagement and satisfaction among franchisees.
- ✓ **Significant lead generation:** The program delivered an average of 1,063 leads per quarter, driving customer acquisition and revenue growth for participating studios.
- ✓ **Enhanced brand consistency:** By centralizing marketing assets and ensuring adherence to brand standards, the fitness franchise achieved unparalleled consistency across all locations, bolstering its reputation as a trusted brand.

## Positive Business Impact.

The Global Fitness Franchise Company's collaboration with OTP has unlocked new levels of efficiency, scale, and success. Implementing OTP One enabled the franchise to overcome its most pressing marketing challenges, empowering franchisees to deliver impactful, on-brand campaigns that drive results. Looking forward, the franchise plans to further leverage OTP's innovative solutions to expand its footprint and elevate local marketing even further.

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