



How Medi-Weightloss® doubled social media posting activity and increased social reach by 22% QoQ.

BUSINESS INSIDER



Entrepreneur



Company overview

Founded in 2005, Medi-Weightloss® is a nationally recognized weight loss franchise helping fight obesity. With more than 90 locations across the nation Medi-Weightloss® provides physician-supervised weight loss plans backed by scientific research and clinical efficacy.

+22%

social reach
across franchise
locations QoQ

7.9M

people reached
in 2020

3.3x

active franchisees
that post locally
compared to
previous solution

2X

growth of
monthly social
media posting
activity

Industry

Healthcare

Location

90+ US Locations

Product Used

- Social Media Marketing
- Digital Asset Management
- Social Inbox
- Insights



The Challenge

Medi-Weightloss® was already using a solution for brand presence on social media. But analysis of their previous solution showed critically low local adoption due to a steep learning curve.

The posting consistency was held back by the limited and rarely updated content that lacked the ability to localize it.

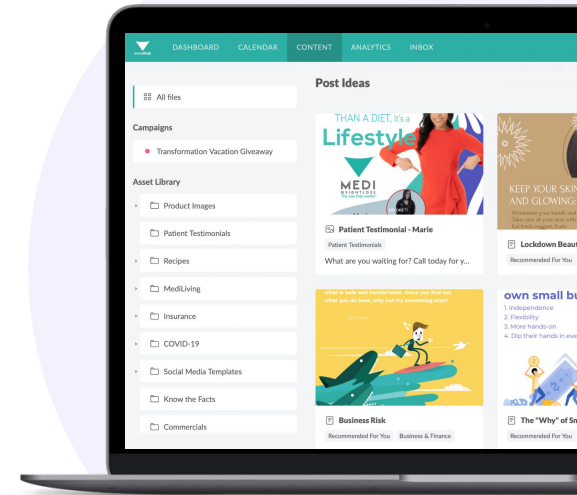
The HQ was concerned about brand consistency as they had no control over their franchisees' social posts.

The Solution

To promote the brand on social the HQ needed to boost the platform's number of active users. Only easy-to-use tools to access and post content could make franchisees use the platform.

In line with the HQ marketing team, we provide franchisees with simple technology and education.

To ensure franchisees are equipped to represent the brand, they receive a top tier education program and live support to grow their social media understanding and platform usage.



**Complicated software
didn't ensure posting
consistency**

Out of the box and
easy-to-use **Social Media**
Marketing technology

**Difficult access to
branded content for
franchisees**

Asset Manager –
branded content at their
fingertips

**No ability to localize
content
automatically**

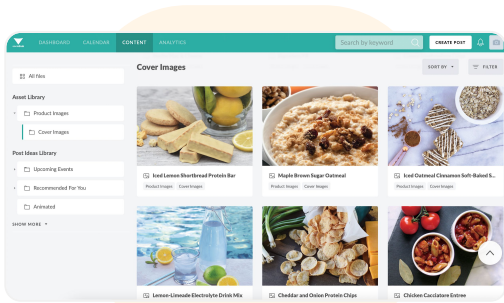
Dynamic fields for
time-saving and fast
localization



"PromoRepublic is a well-defined platform that helps our franchise maintain brand consistency across all locations. It's also easy to create and post content at a local level."

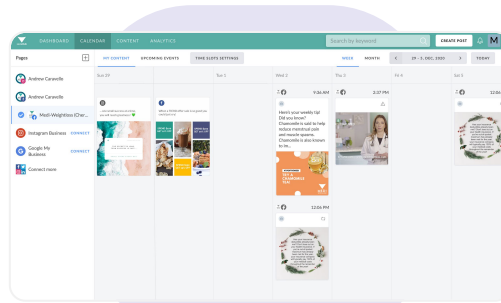
Austin Barton
VP of Marketing

SocialHub functionality for HQ



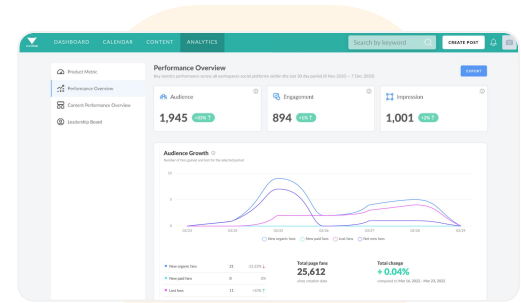
Asset Manager

Branded and editable content is uploaded to Asset Manager monthly. The HQ has single place to create, store and share content with franchisees supervising over on-brand customization.



Social Media Calendar

The HQ posts content across entire franchise's social media using **Dynamic Fields**. Automated posting is applied to 6 social media networks with average 5 posts per week.



Social Media Dashboards

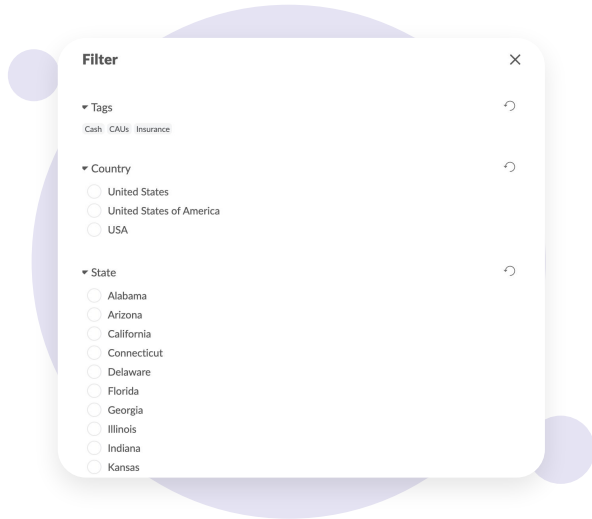
The HQ gets an overview of company social performance, software usage across the entire franchise, reports results inside the company, and keeps on track if efforts pay off.

How HQ localizes content at scale

1. Social media manager adds location attributes while creating post.



How HQ localizes content at scale

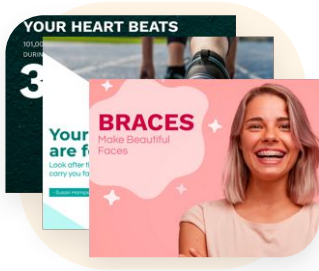


2. Then chooses relevant locations to push the content.



3. Posts are automatically published to local pages with local information.

How franchisees use SocialHub



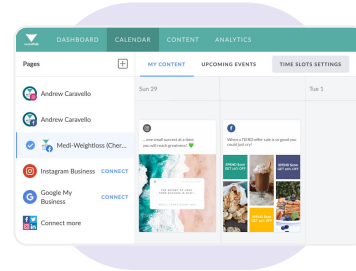
Simple access to content in Asset Manager

Platform users save time with content updates notifications and one-click access. They get customization and scheduling all in one place.



Intuitive customization in Graphics Editor

Local clinics add some personal touch editing templates according to the franchise guidelines.



Scheduling their own lifestyle posts

Apart from scheduling posts suggested by HQ, franchisees post on their own to drive authenticity and engage with local audience.



Education and training on best practices

Franchisees participate in monthly educational webinars on social media marketing and are backed by onboarding and support.

“The Social Hub is a valuable resource for branded assets. Built-in editing tools are the magic wand for adapting and enhancing your posts. Calendaring allows me to work ahead and focus on other things.”



Margaret Baranowski

Medi-Weightloss
Noblesville/Fishers

Social Media Marketing Solution For Franchise



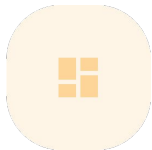
Social Media Marketing

Automate posting of branded, educational, and lifestyle content for your franchise.



Asset Manager

Organize your branded content and assets in one place.



Dashboards

Analyze social media posting activity & performance.



Inbox Manager

Let franchisees see all incoming messages across their social accounts.