

# Client Spotlight

## Leveraging PromoRepublic to Empower Franchisees and Grow Community Engagement on Social

**27%**

**Increase in social engagement** in 6 months

**69%**

**Platform adoption** leading to stronger online presence

**15%**

**Growth in organic social media impressions** in 6 months

Moms on the Run is a structured fitness program for women of all ages who want to get in shape and have fun.

The program originated in 2008 when a group of mothers met in a nearby park to exercise, and has since motivated and impacted numerous women through a healthy lifestyle, fun, and friendship.

*"PromoRepublic has been life-changing to our business by making things easier for our franchisees. Our great results come from the ability of our franchisees to pull out content and manage all their communication from one place."*

### Industry

Fitness

### 49 locations

USA

### Products used

- Social Media Marketing
- Digital Asset Management
- Insights and Suggestions
- Review Management



### Karissa Johnson

Founder and CEO of **Moms on the Run**

## THE CHALLENGE

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- **Increase brand awareness and engagement on social media**

The franchise wanted to increase its online presence and engagement with its audience and empower its franchisees to be more proactive on social media.

- **Seasonality impact on engagement and impressions**

The fitness industry is predictably seasonal. During winter and summer, people may change their exercise regimen, but staying top of mind is still a job to be done.

- **Lack of a centralized tracking system for franchisees' performance**

Moms on the Run didn't use any platform, so each franchisee was operating their social pages independently. The next step for the company was to collect and analyze data across all locations and use it to improve its marketing strategy.

- **No management system for handling reviews**

Guest reviews are crucial for improving online reputation and staying visible on local search. That's why Moms on the Run looks forward to optimizing the review management approach and improving metrics.

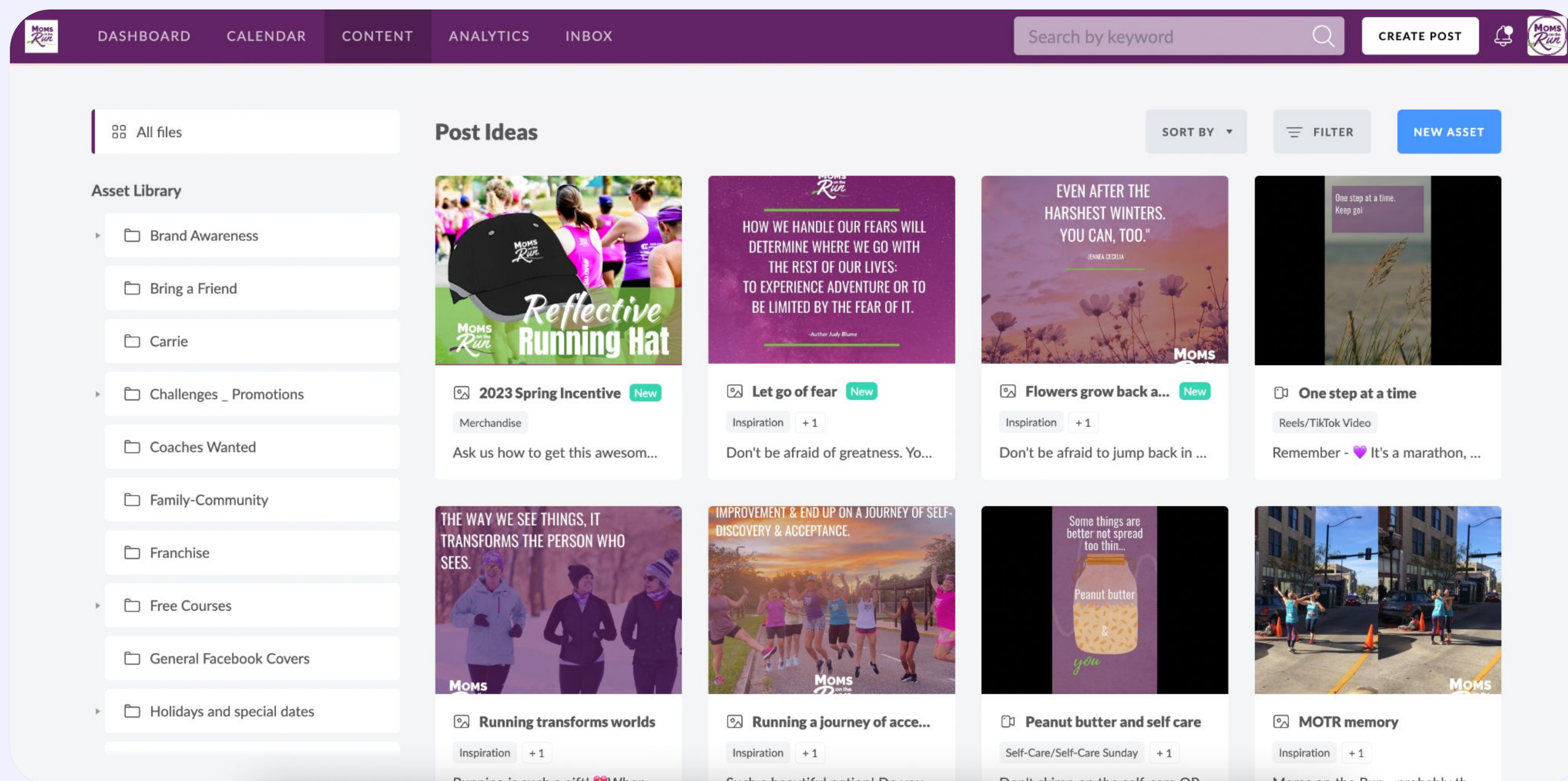
## THE SOLUTION

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Moms on the Run discovered a powerful solution to overcome their social media challenges with PromoRepublic. With **asset manager and scheduler** they were creating inspiring posts and ads on Facebook, Instagram, and Google.

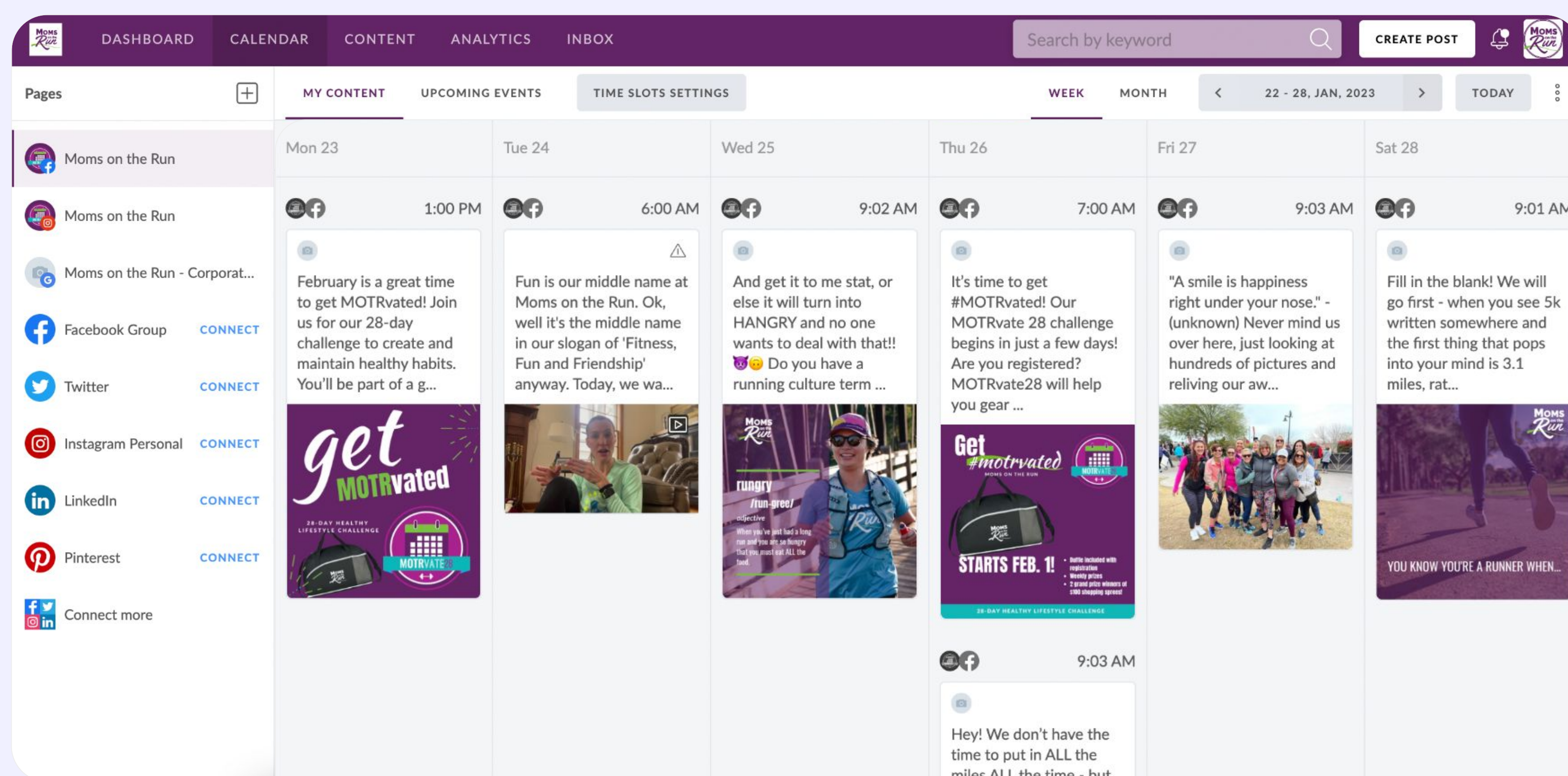
This allowed them to free them up to focus on providing exceptional service to their clients. And thanks to the platform's **Insights**, they could keep an eye on how well each location was doing and adjust their social media strategy accordingly even during a slow season.

## • Digital Asset Management



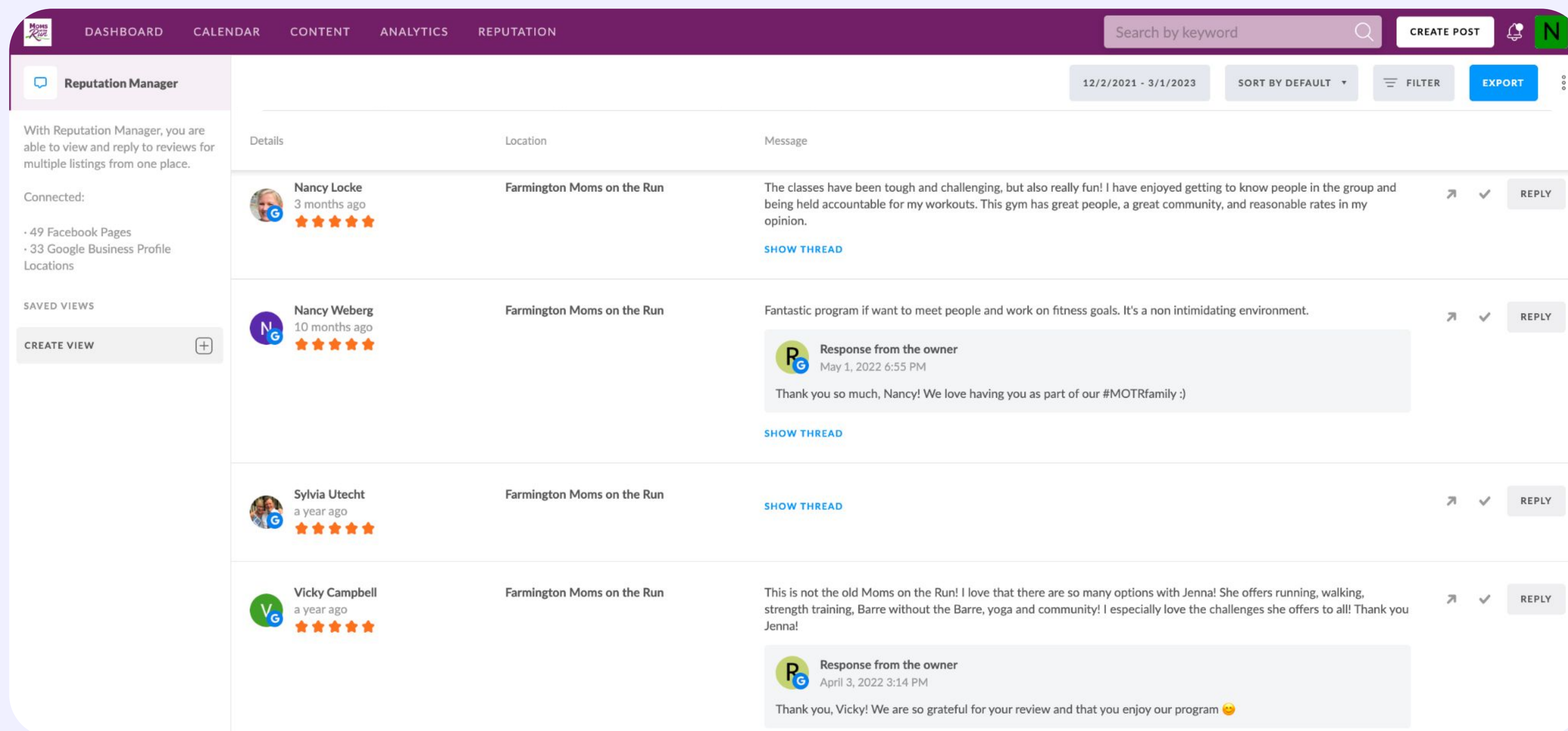
The head office maintains brand consistency by **uploading, organizing, and distributing content** throughout their franchise. Franchisees rely on the platform as a single source of truth for branded content and campaigns, utilizing pre-uploaded elements to tailor their approach to their local audiences.

## • Social Media Marketing



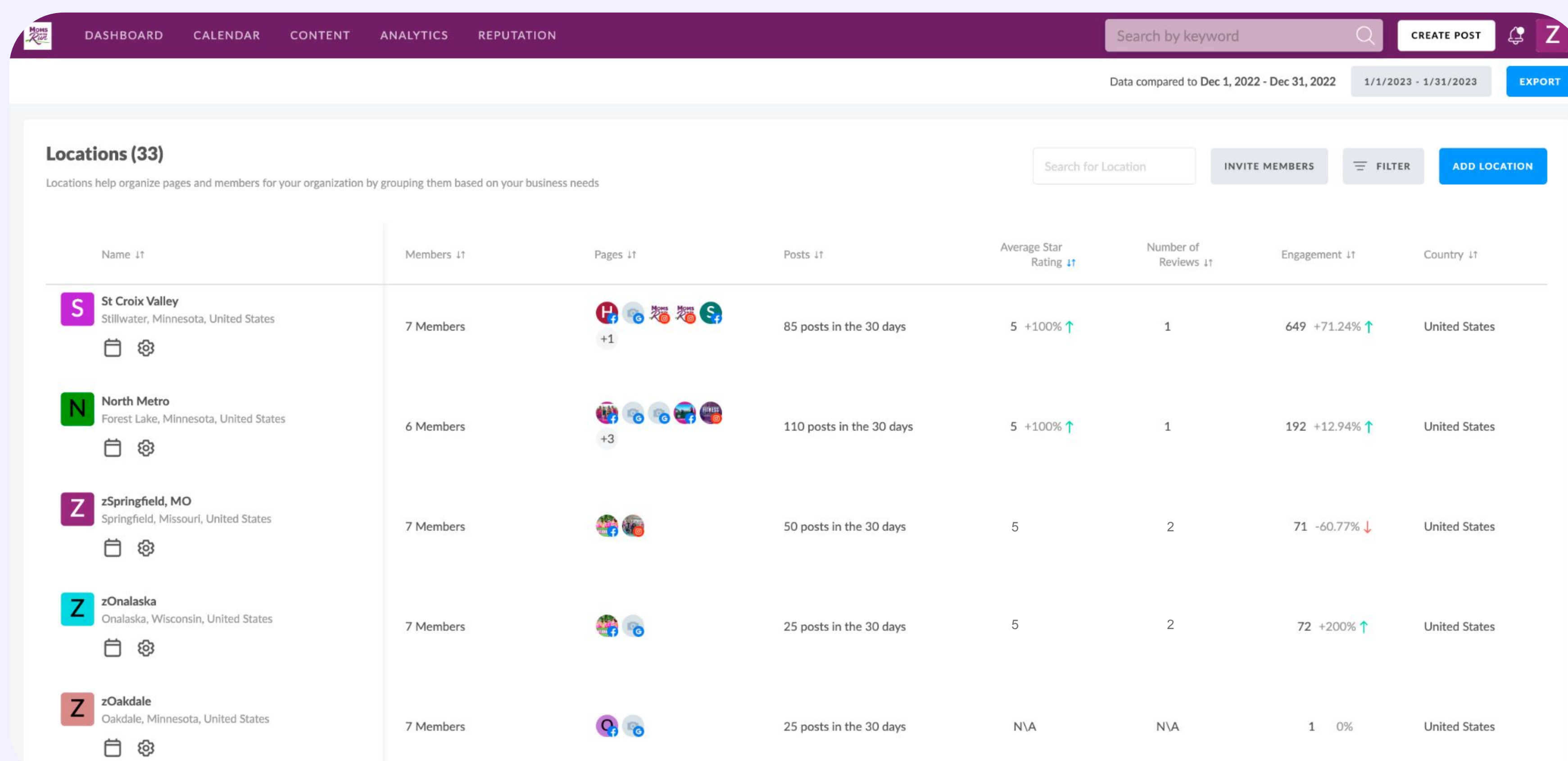
With the head office handling social media marketing at scale, franchises can save time by scheduling content ahead of time on all platforms with a **single calendar**. This automation allows franchisees to optimize routine tasks and provide the best possible service to their customers.

## • Review Management



A unified dashboard gathers all reviews in a single location, making it easy for managers to address members' feedback in a proactive manner and improve brand's **online reputation**.

## • Insights



The screenshot shows the 'Locations (33)' dashboard. It features a search bar and buttons for 'INVITE MEMBERS', 'FILTER', and 'ADD LOCATION'. Below is a table with columns for Name, Members, Pages, Posts, Average Star Rating, Number of Reviews, Engagement, and Country. The table lists five locations with their respective metrics.

Name	Members	Pages	Posts	Average Star Rating	Number of Reviews	Engagement	Country
St Croix Valley Stillwater, Minnesota, United States	7 Members	+1	85 posts in the 30 days	5 +100% ↑	1	649 +71.24% ↑	United States
North Metro Forest Lake, Minnesota, United States	6 Members	+3	110 posts in the 30 days	5 +100% ↑	1	192 +12.94% ↑	United States
zSpringfield, MO Springfield, Missouri, United States	7 Members		50 posts in the 30 days	5	2	71 -60.77% ↓	United States
zOnalaska Onalaska, Wisconsin, United States	7 Members		25 posts in the 30 days	5	2	72 +200% ↑	United States
zOakdale Oakdale, Minnesota, United States	7 Members		25 posts in the 30 days	N/A	N/A	1 0%	United States

The head office can **retrieve data for any specific location** and compare its performance with others. By analyzing customer-generated data, they can make informed decisions and increase revenue across locations.

**Want the same results?**

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