

# Client Spotlight

## How Lapels Cleaners Has Sparked Engagement on Social and Search in 6 months

**279%**

Engagement growth on **social media**

**61%**

Increase of **website traffic**

**49%**

Growth **in calls** via GBP

**60%**

More views on **Google Maps**

### Overview

Lapels Cleaners is an innovative, 100% non-toxic environmentally friendly garment cleaning company that prides itself on leaving no hazardous waste behind and being gentler on clothes.

Lapels Cleaners is part of Clean Brands, a franchisor for the world's largest dry cleaning company.

### Industry

Home Services

### 72 locations

USA

### Products used

- Social Media Marketing
- Digital Asset Management
- Analytics



### Eileen Curto

Director of Marketing  
**Clean Brands**

“Using PromoRepublic has made it a breeze to maintain consistency across our social media platforms and Google. The insights we get assist our team in making informed decisions and optimizing our strategy.”

## THE CHALLENGE

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- **Creating a centralized social media strategy**

To achieve a cohesive social media approach across all its locations, Lapels Cleaners required a brand-wide strategy that could be easily implemented. By combining resources and expertise throughout the entire chain, they aimed to reduce inconsistencies and facilitate scalability.

- **Growing engagement and reach**

For brands that offer local services, it is crucial to remain at the forefront of customers' minds. That's why the head office was looking for way to encourage franchisees to post consistently for improved engagement and broader reach.

- **Tracking results to fine-tune strategy**

To refine the approach, Lapels Cleaners needed a centralized dashboard showing information on how the local audience interacted with the brand on social and Google. With this data, the head office team could improve inconsistencies and fine-tune the content offered to their franchisees.

## THE SOLUTION

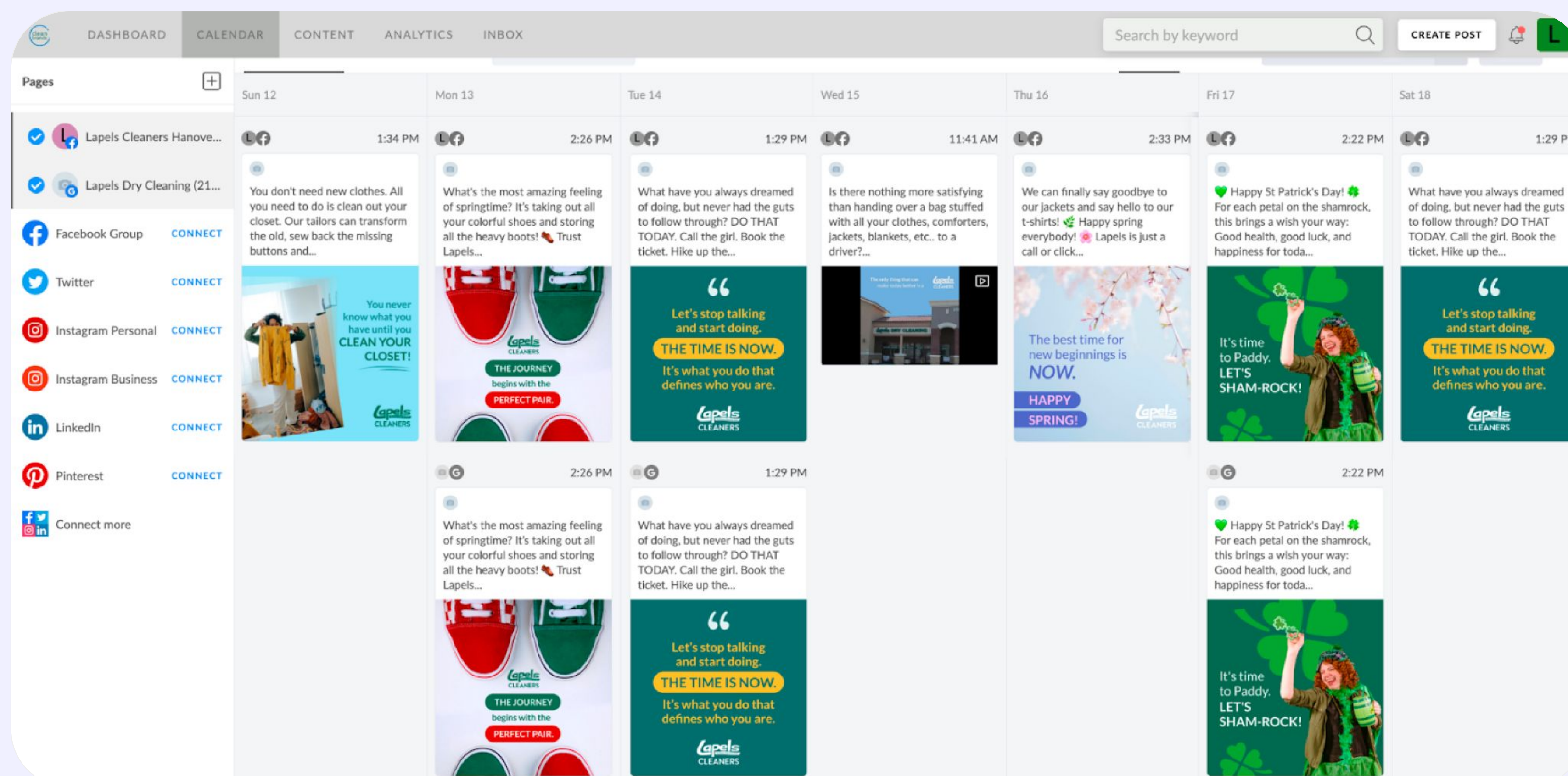
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PromoRepublic offered Lapels Cleaners a marketing platform that provides a centralized place to manage the brand's **presence across search and social**. The solution included social media marketing, digital asset management, and analytics.

The tool allowed Martinizing to share **96%** of its content via PromoRepublic, resulting in a **178%** increase in posts published and improved consistency across all locations.

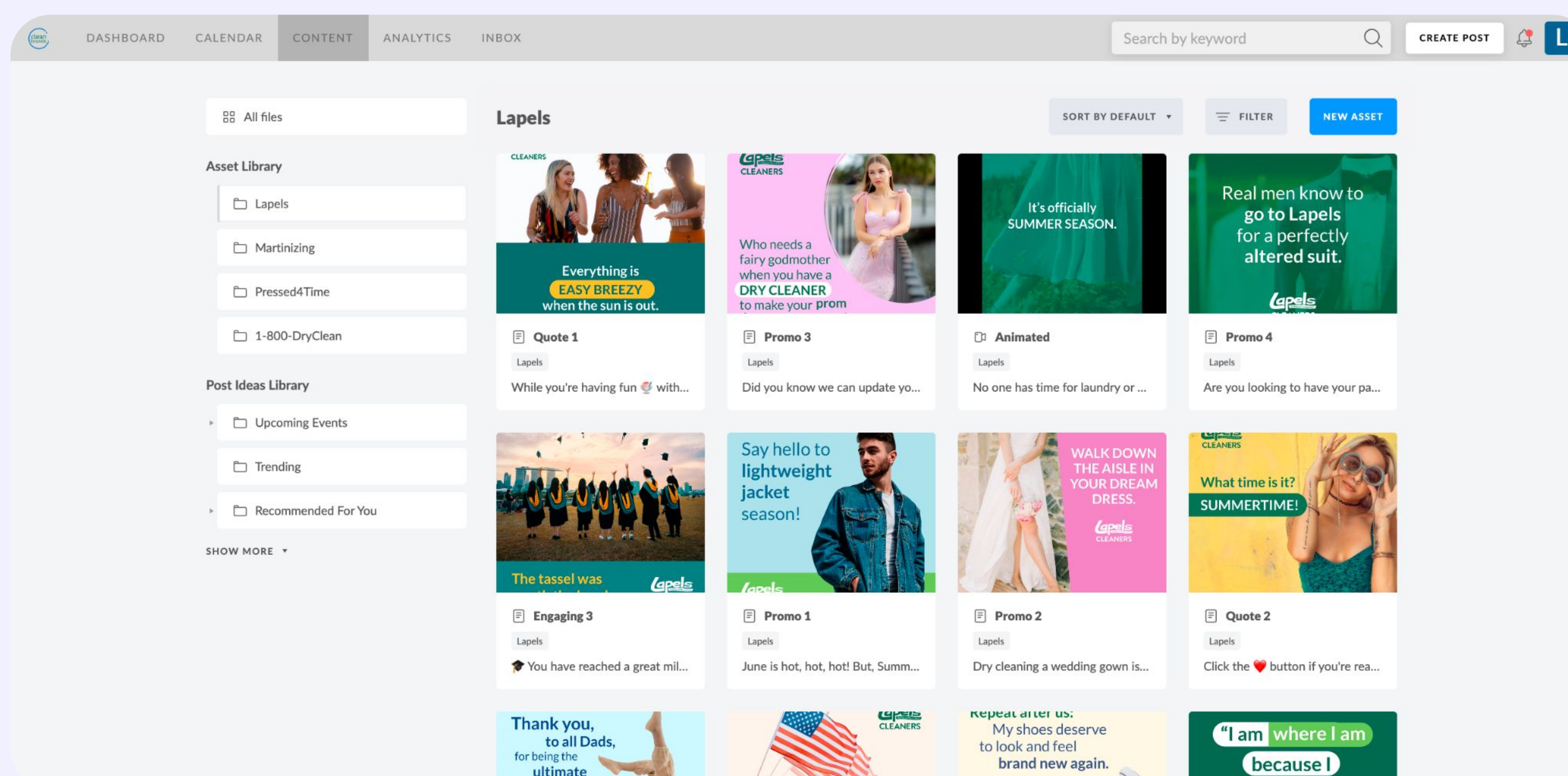


## • Social Media Marketing



To streamline operations and allow franchisees to focus on their customers' needs, the head office shares on-brand content directly into their **social media calendars**. This automation frees the franchisees to focus on their business while marketing is working behind the scenes for them.

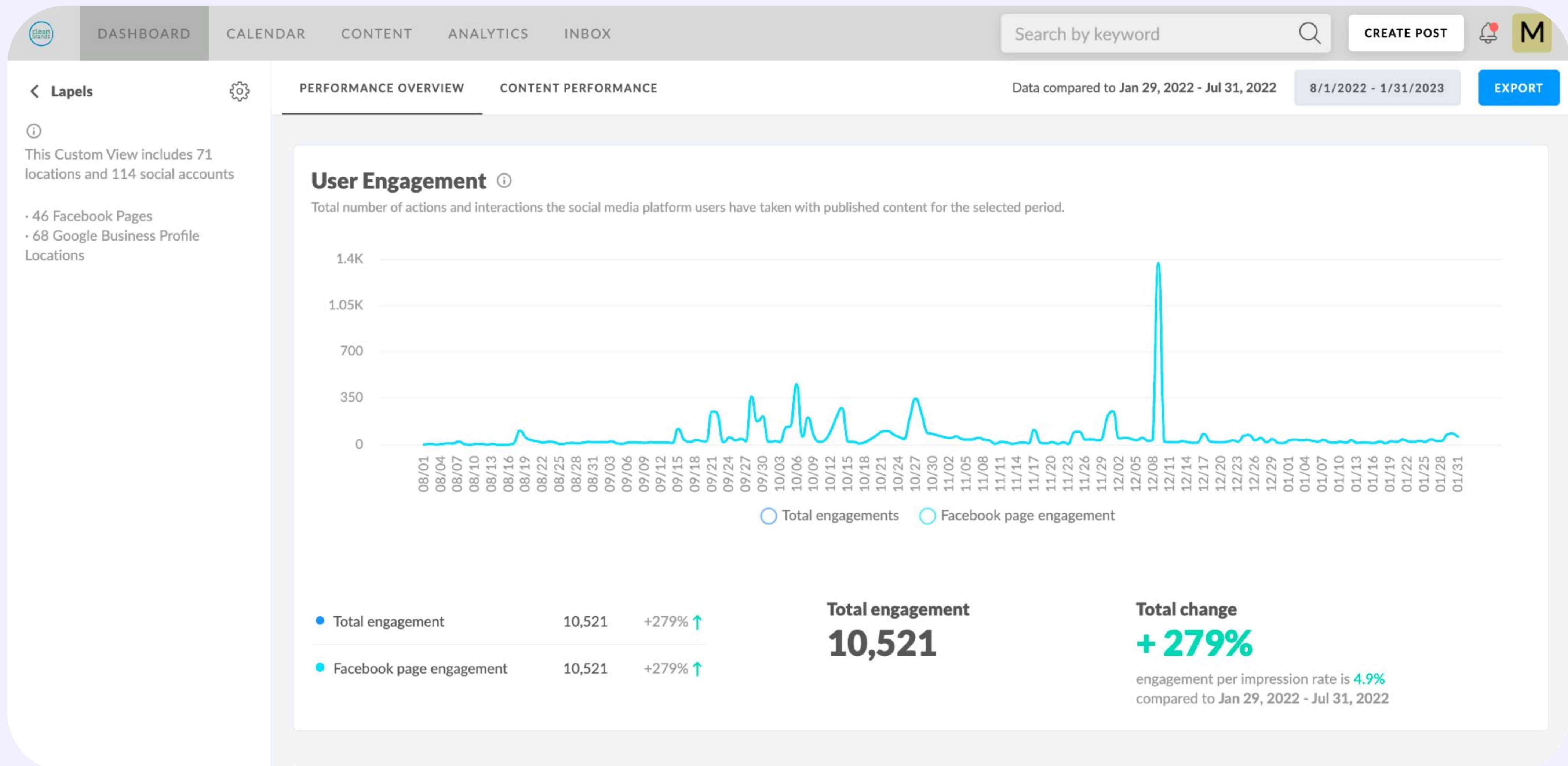
## • Digital Asset Management



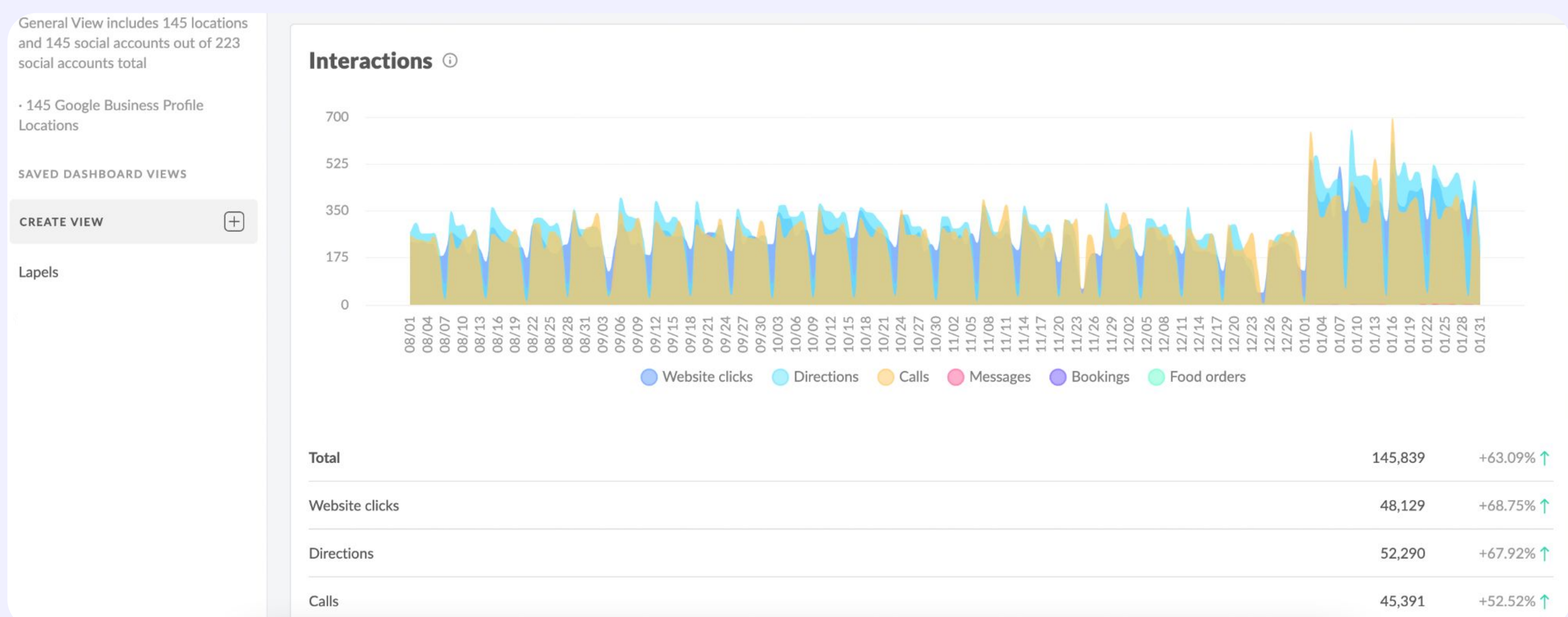
Lapels established a centralized content library to simplify crafting of appealing social media posts for franchisees. As a result, **96%** of the content is now published through the platform, resulting in a **279%** rise in social engagement so far.



## • Analytics



By monitoring the engagement of seeded content on social media and Google, Lapels Cleaners can tailor future pieces to be as compelling and relevant as possible. The head office is now able to **extract data** for any particular location and compare the **franchisees' performance** per location.



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