



Client Spotlight

How BaseCamp Franchising grows local findability of their two brands and provides a consistent brand experience across 180+ locations with PromoRepublic.

+12%

average QoQ views growth on search and maps

+18%

QoQ total search clicks growth

178%

QoQ social reach growth across all locations

28%

YoY sales growth with the top 10 stores growth by 45%

About BaseCamp Franchising

BaseCamp Franchising is a national franchise that markets two upscale resale clothing brands under one umbrella: Kid to Kid and Uptown Cheapskate.

Their brick-and-mortar stores collect and recycle millions of items each year promoting sustainability and their local communities.

"PromoRepublic helps our customers **discover our stores nearby** and have a positive experience with our brands. It's a cost-saver to ensure marketing consistency for both of our brands from one place."

Industry

Retail

180+ Locations

USA, Canada, Spain, Portugal

Solution

PromoRepublic for Franchise



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Issues Tackled

- **No method of distributing content directly to franchisees.**
BaseCamp Franchising used to send quarterly PDFs redirecting franchisees to find content in Google Drive or take screenshots.
- **Complexities of marketing two brands under one umbrella.**
Head office offered 3 levels of marketing support meaning 6 types of access for franchisees depending on their chosen plan.

Short-term goals

- Consolidate marketing tools
- Distribute branded content
- Encourage franchisees to be active on social

- **Franchisees didn't have a tool to add their local touch.**
Previously franchisees only received content from the head office; there was no automated tool to post on their own.
- **No metrics tracked to get insights for growth opportunities.**
Head office needed to track how people discovered their brands on search and how content performed on social.

Long-term goals

- Grow local brand exposure
- Track online visibility
- Ensure consistent marketing

Solution

PromoRepublic's local marketing platform ensured every BaseCamp Franchising location's visibility on Google is trackable within platform and has an on-brand presence due to easy content access and regular posting.

Dashboards provide the head office with the much needed aggregated data on how customers find and interact with Basecamp brands on search, maps, and social media helping spot growth opportunities.

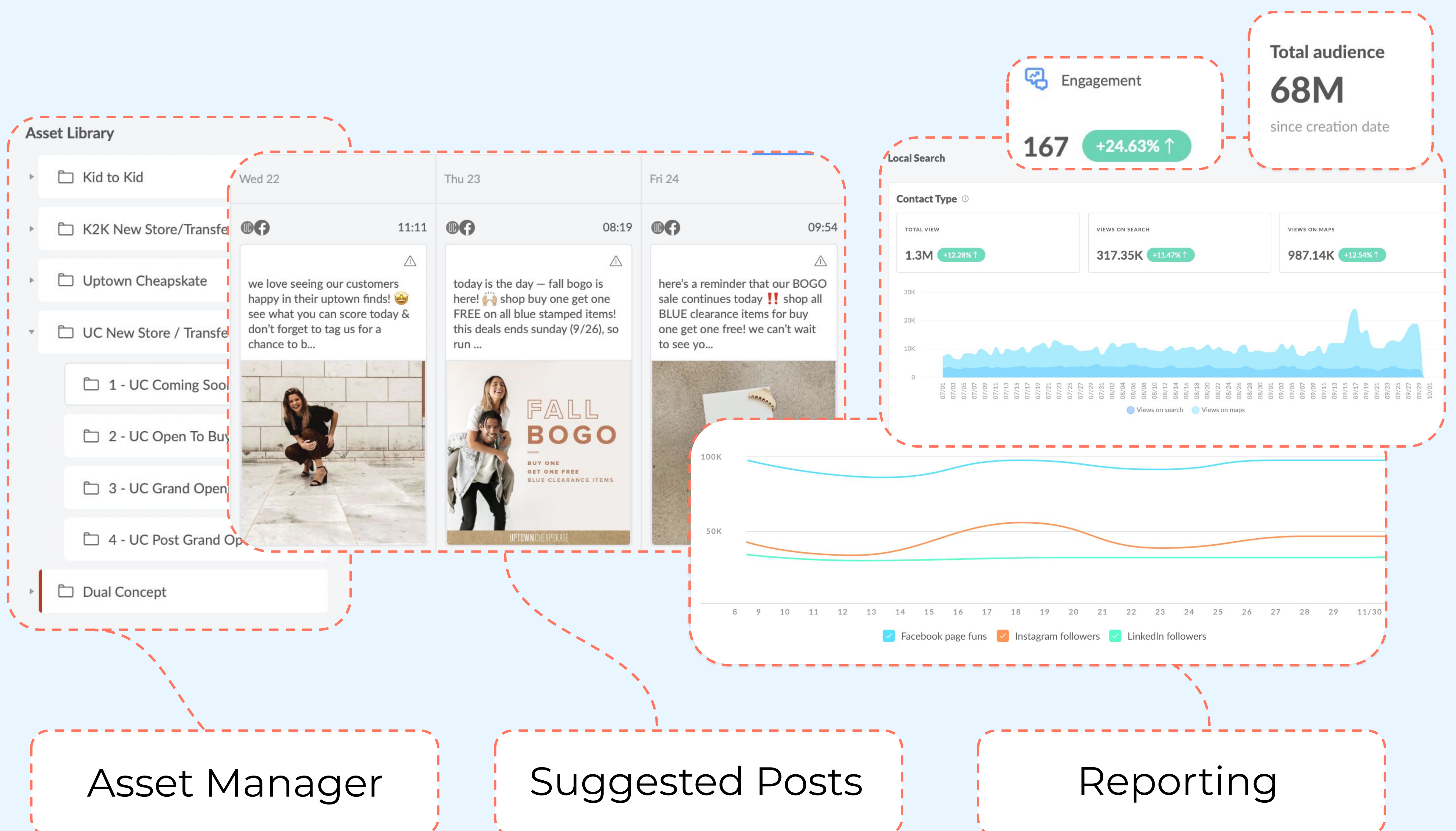
UPTOWN
CHEAPSKATE
WEAR TODAY ↻ SELL TOMORROW

KiD to KiD



Results

BaseCamp Franchising has a solution for the entire head-office marketing team to work out of for content management, access permissions, growing local search visibility, and reinforcing their brand reputation globally.



The head office is happy to manage marketing across all brands and locations in one interface, track search and social media results, and ensure their **customers** have consistent brand experience in local markets.

Inconsistent brand experience is a thing of the past, thanks to PromoRepublic that provides the platform to establish online presence, improve customer experience, and increase local sales.