



Client Spotlight

How Walfinch grew its online visibility and optimized its digital marketing efforts with PromoRepublic.

340%

QoQ rise in impressions made on social media

113%

QoQ growth of engagement across social media

49%

QoQ increase in social media followers

About Walfinch

National UK provider of personalized home health care to individuals and families.

Walfinch's mission is to provide compassionate care and improve the quality of life for its clients, families, and employees.

Industry

Senior Care

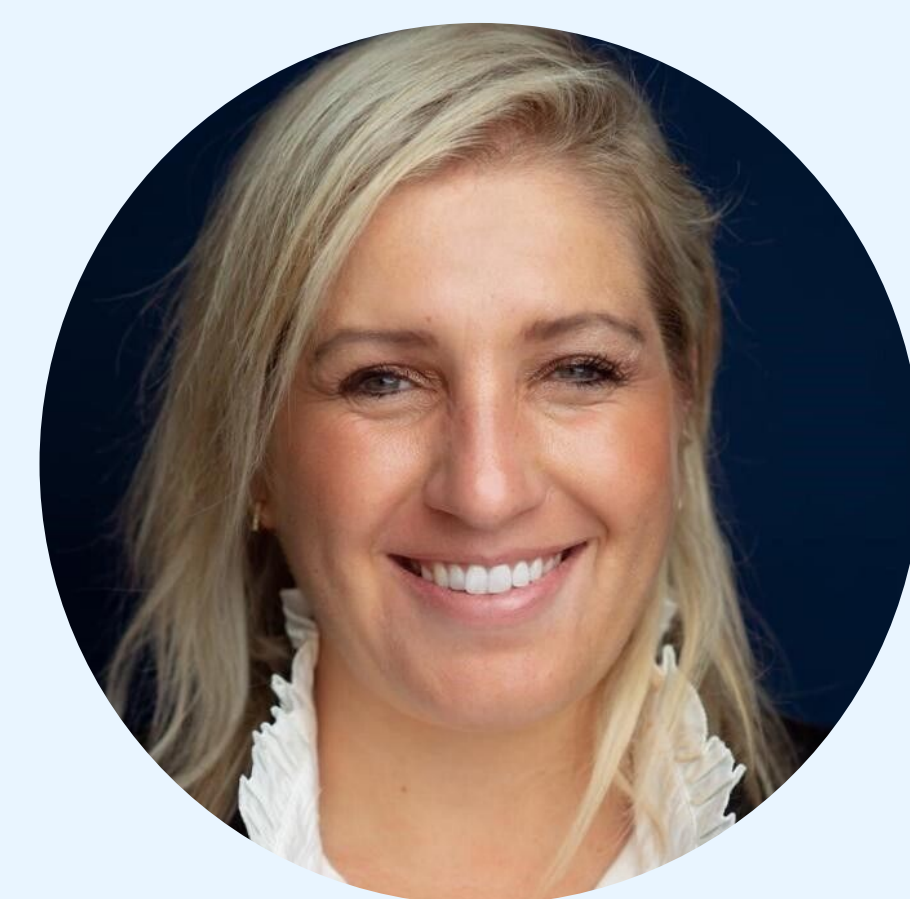
27 Locations

UK

Solution

PromoRepublic for Franchise

"It's great to have one ecosystem for managing our digital marketing channels. We have a comprehensive Dashboard to discover growth and prevent drops in the metrics that matter, in one place, on time."



Carla van Wyk

Head of Operations at Walfinch



Context

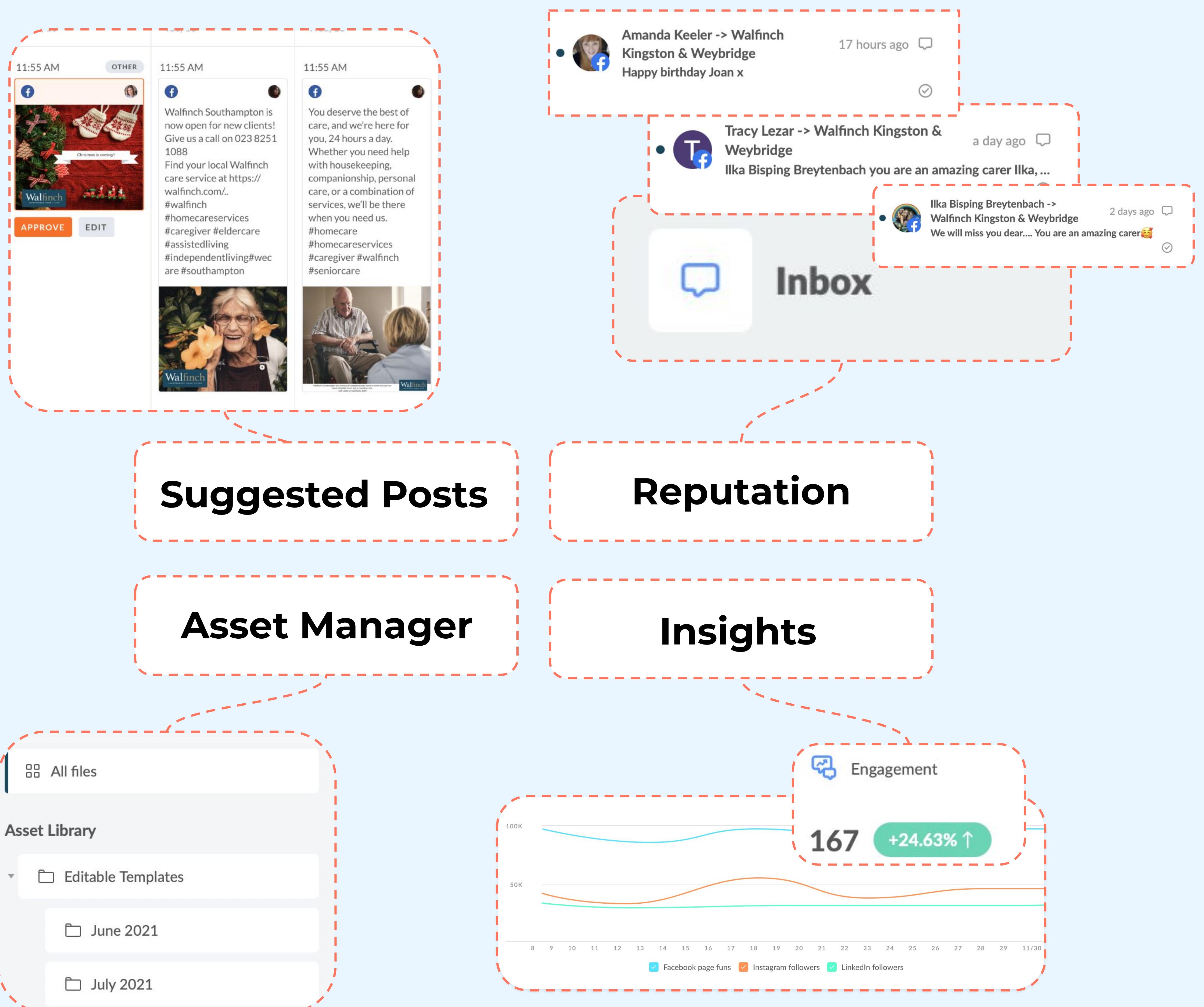
Walfinch turned to PromoRepublic with a request to improve its brand's online visibility while making sure that all its locations stick to company standards. The number of its locations was continuously growing, so the head office wanted to effectively regulate its marketing team's workload.

Approach

Challenge	Solution
1 Improve content management and distribution	The head office now can easily distribute content, making it the one source of truth for decentralized teams. This improves brand consistency and optimizes workload.
2 Ensure posted content is on-brand	To align corporate and local strategies, the head office can protect fonts and graphics from being edited, thus ensuring that shared content and communications stay on-brand.
3 Boost franchisees' activity on social	Post suggestions eliminate the need for franchisees to post on their own. This allows non-active franchisees to be present on social and grow their engagement.
4 Get insights on brand's performance	The head office gets an overview of the company's social KPIs and content performance in a single dashboard view with aggregated data.
5 Boost online reputation	The head office has a Social Inbox for managing all locations' communications by responding to comments and direct messages in one dashboard.

Results

Walfinch now has a solution for the entire head office marketing team and franchisees to work out of for content management, activating its silent locations and growing the brand’s overall online exposure.



PromoRepublic’s marketing platform has ensured that every Walfinch location has an **on-brand digital presence**, resulting in a growing number of followers and increasing engagement on its local pages.

The head office saves labor time by managing **local digital marketing in one place**, tracks data more accurately, and ensures its locations are discoverable online by local communities.