

## OVERVIEW

### Client

Seasonal franchise

### Campaign Length

Six Months (Jan – July 2021)

### Geography

Large states in the South & Southeast

### Total Investment

\$24,000 per location

### Objectives

- Strengthen brand recognition & awareness of Corporate brand
- Increase lead generation for franchise locations during busy warmer months as well as during their off-season

### Products Utilized

Programmatic Display  
Paid Search  
Facebook  
Organic SEO

## RESULTS

Close to **two million Facebook impressions** were served over the six-month campaign period.

↑ **288%**

Increased Display  
click-through rate  
(CTR)

↑ **40.11%**

Increased  
Display clicks

↑ **37.35%**

Increased  
Facebook clicks

↑ **48.37%**

Increased  
Facebook Reach

## STRATEGY & SOLUTIONS

- For growing brand recognition and awareness for Corporate, efforts were focused on implementing responsive Display campaigns for both Corporate and Franchise locations.
  - This drove an immediate increase in visibility and engagement by generating more traffic to the client's website.
- For majority of the franchise locations, a bottom-of-funnel approach was implemented to attract leads of potential clients in the market.
  - A Paid Search campaign was built to deploy highly-targeted search ads with focus on quality leads while maintaining the cost per lead as low as possible.
  - The franchisees typically increased their budget during the busy summer months to capture as much market share as possible.