



Wellbiz Brands Turns Franchise Marketing Into Muscle Memory



Marketing Support as Good as a Franchisee's Personal Trainer

As the marketing outfit for a growing franchise network in the highly competitive health & fitness industry, the franchise support team at Wellbiz Brands needed an edge to help franchisees connect with and retain customers.

With three different brands, and more than 430 franchisees, the marketers at Wellbiz had to keep pace with hundreds of different requests every week. Franchisees wanted access to marketing assets quickly so they could pick up on the latest promotions. At the same time, the brand teams would accept nothing less than perfect executions of each campaign.

Wellbiz turned to CampaignDrive to solve both sets of challenges. Now, franchisees can create brand-compliant marketing materials for their fitness studios with the push of a button.

“ The software has everything we need to provide brand approved materials to our franchise system. It is easy to utilize for all skill levels and is a perfect match for our growing franchise needs. ”

*Karen Gress
Senior Graphic Designer
Wellbiz Brands, Inc.*

Branded Content Just a Click Away

With fierce competition from other brand names, as well as boutique studios, fitness franchisees need to stay ahead of trends in the local market.

For the Wellbiz family of brands, this means giving owners a toolkit of branded collateral with offers they can customize to better engage their customers.

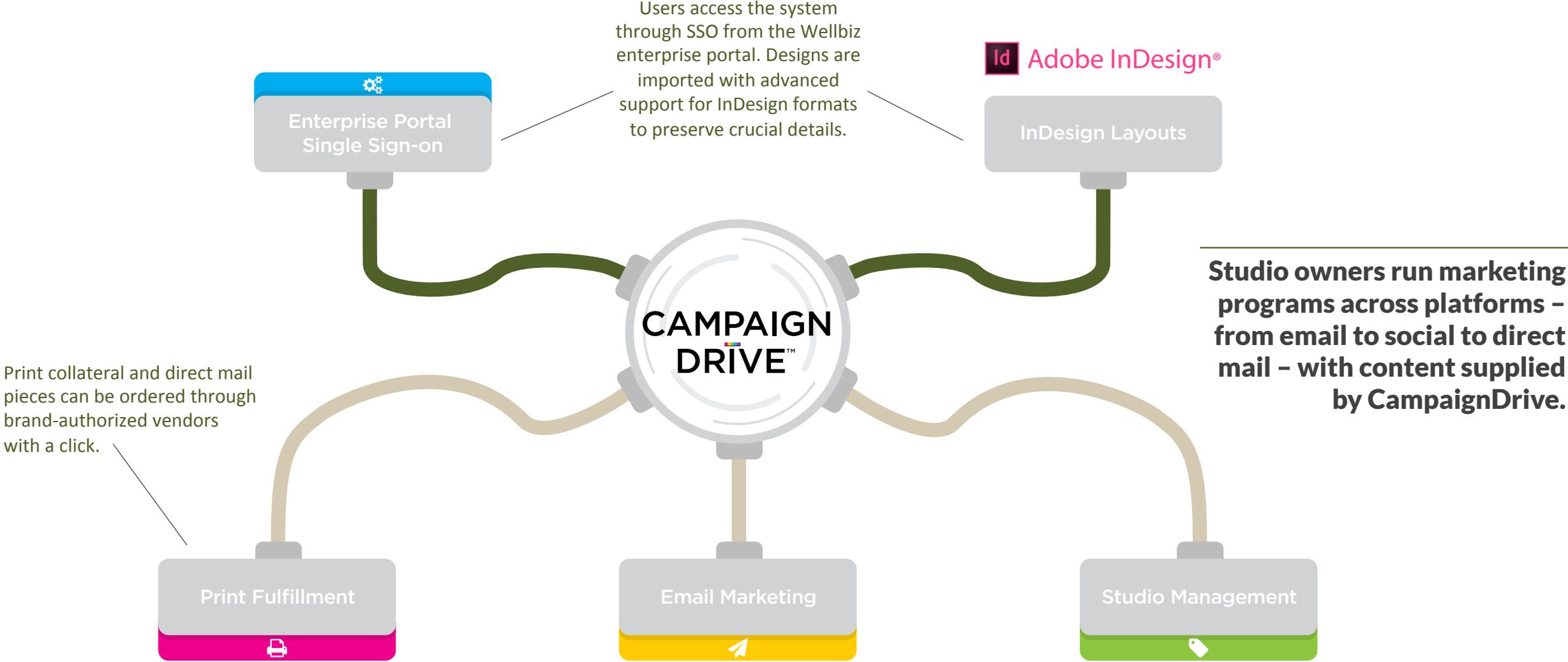
CampaignDrive lets franchisees from Wellbiz's three brands create beautifully-designed ads for any need.

Elements Massage owners can create Facebook ads and in-store signage tailored for key demographics. Fitness Together studios have direct mail templates to kick-off seasonal campaigns.

And FIT36® studios have an entire Grand Opening promotional kit that lets them get set up in minutes.



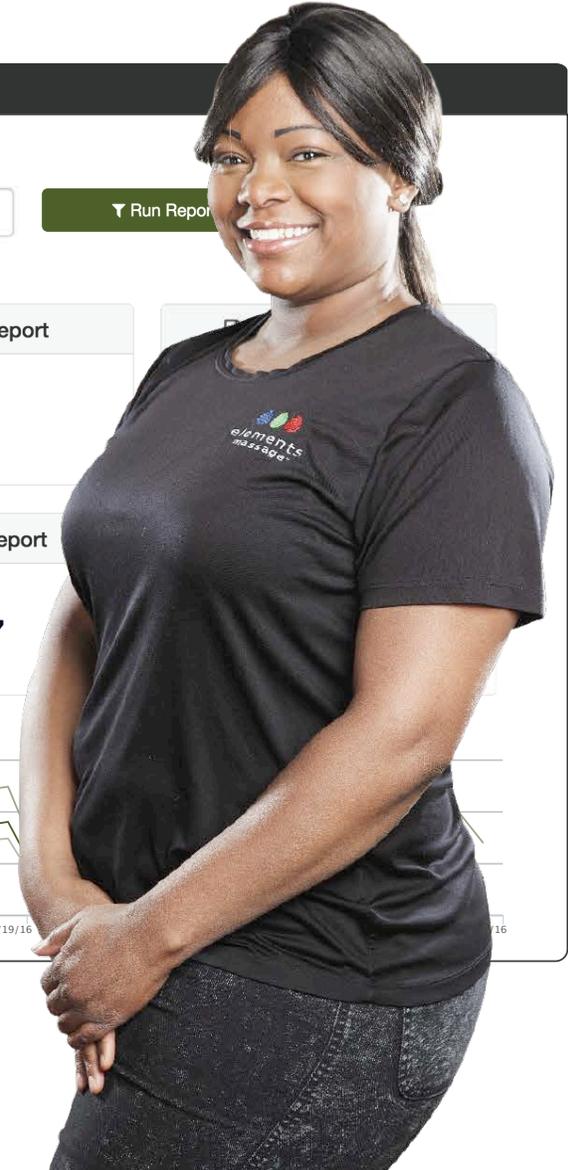
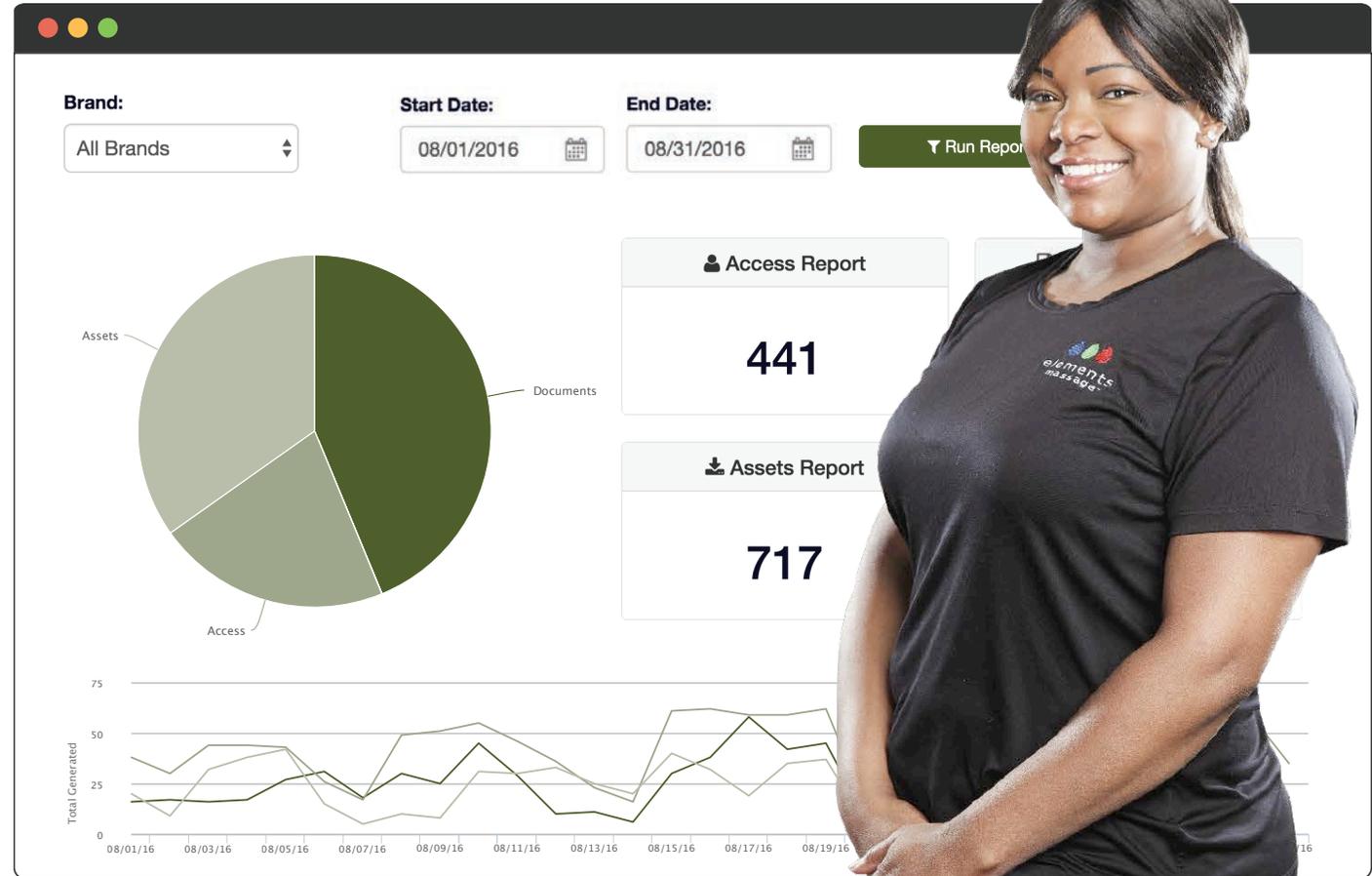
An Integrated Hub for Studio Marketing



Central Reporting on Every Local Campaign

Critical to the success of each brand's strategy is the ability to track how well campaigns are performing and be able to make adjustments efficiently. CampaignDrive allows the franchise support team to monitor the marketing activity across all three brands. Wellbiz can see which documents and offers franchisees are preferring and drill-in to see granular statistics on usage patterns. The system makes it easy to identify marketing trends that would otherwise be hidden in a mass of data and different systems.

The results have been dramatic: since launching CampaignDrive asset downloads have grown nearly 30x and average usage is above 80%.



Campaign Drive is the local marketing toolkit for multi-location brands. Every day, our system helps support the marketing efforts of thousands of local marketers in print, digital and social media.

To learn more, visit pica9.com

For a **hands-on trial**, visit testdrive.pica9.com

For a **live demo**, email marketing@pica9.com