

Franchise Ramp

#1 marketing agency for Xponential Fitness, designed specifically for franchisees, by franchisees.

Project details

Client

Aren Johnstone

Country

USA

Team size

20

Project duration

Ongoing

Industry

MarkTech

Tech Stack

An overview of the technologies and tools used to build a scalable, secure, and high-performance solution.



Introduction

Franchise Ramp is the #1 marketing agency for Xponential Fitness, designed specifically for franchisees, by franchisees. Their mission is to help hundreds of Xponential Fitness locations increase brand awareness and generate high-quality leads that convert into paying members. However, managing digital marketing at scale for hundreds of gym studios comes with significant operational challenges—our team stepped in to develop a solution that streamlines their processes and enhances efficiency.

The Problem

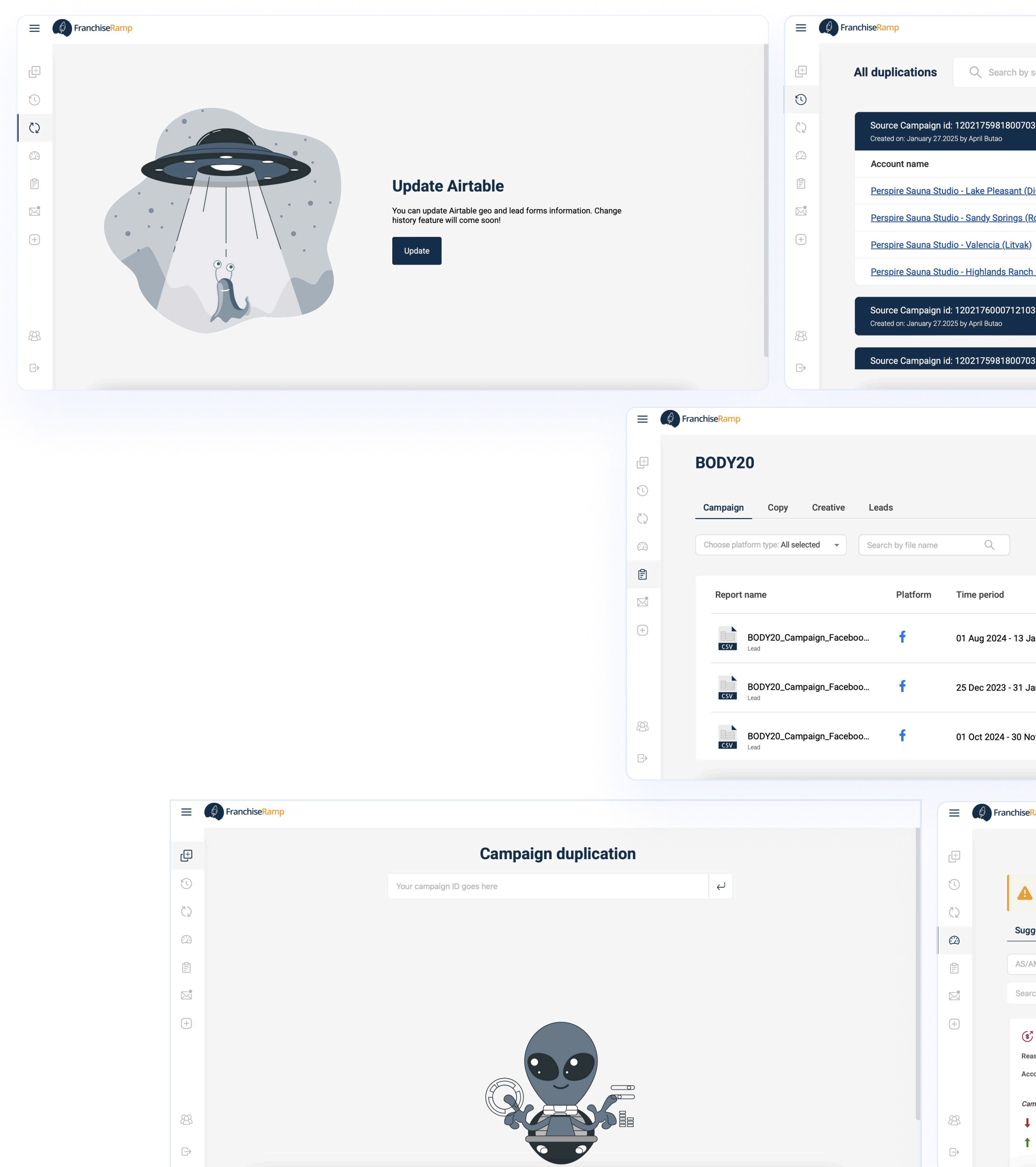
Franchise Ramp handles the marketing of hundreds of gym studios. This means ad creation into different ad accounts at the same time, tracking performance of those ad accounts, and making constant changes to get the best results. They summarize the performance and create reports for already-run campaigns to understand future strategies.

All this is done manually, through numerous manual workflows.

Naturally, the number of manual workflows increases the chances of user errors. The main goal of Franchise Ramp is to generate leads for the gym studios, which will later convert to paying members.

The Solution

- **Automated Ad Management & Optimization:** Integrated with Facebook API to automate ad creation, track performance, and provide real-time optimizations.
- **AI-Powered Insights & Reporting:** Used GPT-3.5 to generate detailed automated campaign performance reports, reducing manual reporting efforts.
- **Data Centralization & Workflow Efficiency:** Leveraged Airtable API to consolidate and structure ad data, improving reporting accuracy and efficiency.
- **Lead Engagement & Faster Conversions:** Reduced response times for leads ensure higher engagement and increased conversion rates.



The Result

By automating ad management and leveraging AI-powered insights, Franchise Ramp improved campaign performance while saving time and operational costs for franchisees.

- **Smooth Ad Automation & Performance Optimization:** Enabled Franchise Ramp to manage, track, and optimize ad campaigns across multiple accounts with minimal manual effort.
- **Real-Time AI-Powered Reporting:** Delivered data-driven insights through automated reporting, empowering franchisees to make smarter marketing decisions.
- **Lead Engagement & Conversion Boost:** Faster response times and automated lead engagement increased the likelihood of turning prospects into paying members.
- **Significant Time & Cost Savings:** Our solution eliminated hours of manual work per week, allowing Franchise Ramp's team to focus on strategy and scaling their business.