



Growing a Brand is Easier With Online Ordering

Challenge: A new yoga and Pilates studio franchise that is growing fast reached out for our help with their planned expansion objectives. With the increasing popularity of yoga and Pilates, the franchise network of 40 studios on the West Coast will soon enter major markets on the East Coast. To effectively develop their established brand on the East Coast, management needed to ensure their brand standards were adhered to in every communication piece used to promote and operate the new studios. In addition, they wanted to make the ordering process as easy as possible for all of their franchisees because each location was mostly staffed with instructors who were busy teaching classes and didn't have time for administrative tasks.

Solution: We provided this new company with an online storefront solution that allowed each studio to order whatever they needed 24/7. Centralized purchasing combined with preapproved materials and ease-of-use helped both the company and its franchisees. The system provided online catalogs organized by type such as one for administrative items, one for marketing materials and one for promotional products (logo wear and other logo merchandise) for resale. Many of the items in the catalogs contained templates with areas that each studio could personalize with their own contact information including customizing class schedules for their own location. With the online storefront, each studio owner was able to pay for his/her own orders by using a credit card, much like any other online ordering process.

Results: All of the studio owners loved how easy the system was to learn and use. They appreciated the convenience of being able to get what they needed quickly and cost-effectively. Corporate management appreciated that the system kept their corporate branding standards intact and helped their franchisees to market the brand the way they wanted it represented. With the variety of reports they were able to generate from the system, management was able to make better decisions about future marketing programs.

