

A Full-Funnel Marketing Strategy Delivers 56% More Franchise Leads at a Lower Cost!

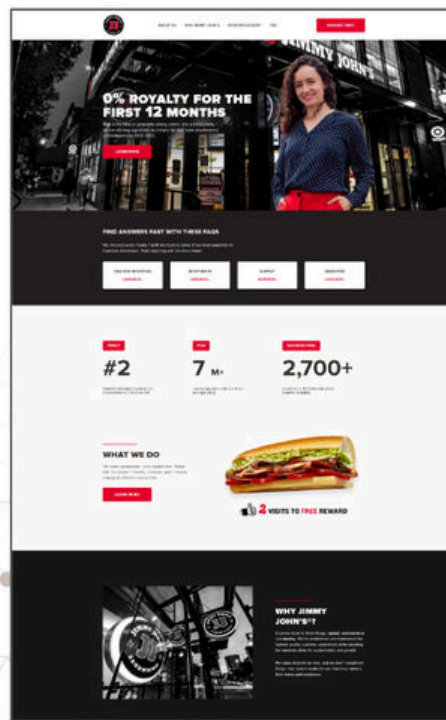
EXECUTIVE SUMMARY

A **national quick-service restaurant (QSR) franchise** partnered with Ignite Visibility to modernize its franchise development marketing, improve search visibility, and drive qualified lead volume across channels.

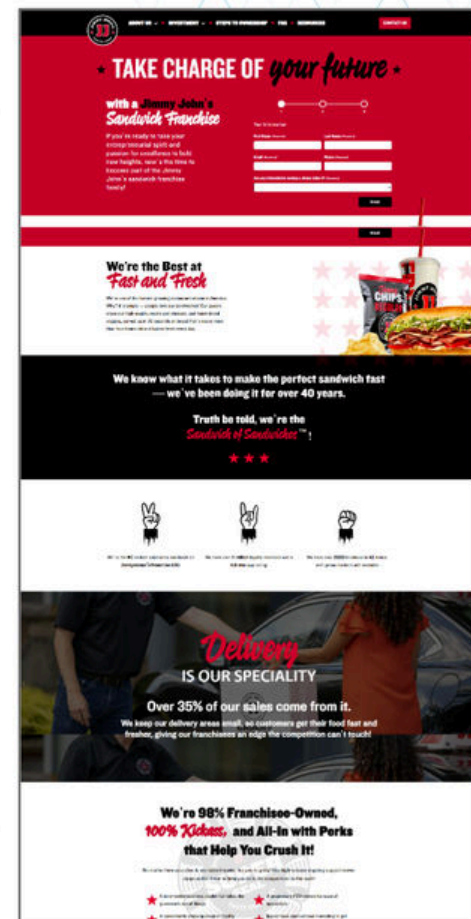
THE CHALLENGE

- Outdated website that failed to convert prospective franchisees
- Limited visibility for high-intent franchise search terms
- High cost per lead driven by inefficient paid media performance
- Disconnected strategy across SEO, PPC, and CRO
- Underutilized organic search as a scalable acquisition channel

BEFORE Ignite



AFTER Ignite



CAMPAIGN STRATEGY & TACTICS

- Launched a new, conversion-focused franchise website to improve UX and lead capture
- Implemented a full-funnel SEO strategy targeting high-intent franchise keywords
- Leveraged AI-driven insights to identify and scale high-performing content opportunities
- Refined paid media targeting to focus on qualified franchise prospects
- Aligned ad creative, landing pages, and messaging to improve conversion rates

RESULTS & BUSINESS IMPACT

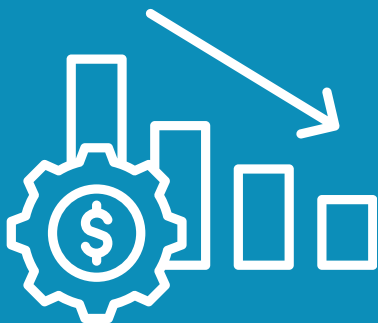
SUMMARY



+56% total leads
across all channels



80% average improvement in
franchise-related keyword
rankings



15% Decrease in cost
per lead (CPL)

PLATFORMS & TOOLS

- Google Ads, Analytics, and Tag Manager
- SEO platforms (e.g., SEMrush, Ahrefs)
- AI-powered SEO and content optimization tools
- CRO and landing page testing tools
- CRM and lead tracking systems

RESULTS & BUSINESS IMPACT

- 1,144 total leads across all channels (+56% QoQ), significantly increasing lead volume
- 241 organic leads (+14% QoQ), strengthening sustainable acquisition
- 31% increase in page 1 keyword rankings, improving search visibility
- 80% average improvement in franchise-related keyword rankings
- 15% decrease in cost per lead (CPL), improving overall efficiency

FINAL THOUGHTS

Ignite Visibility looks at franchise development marketing holistically. From website conversion rate optimization (CRO) to AI SEO and digital advertising, our full-service franchise marketing agency builds the right ecosystem to deliver more leads at lower costs.

Learn more about how Ignite Visibility builds sustainable lead generation systems for franchisors.