

Combined SEO and PPC Strategy Resulted in Explosive Growth of Multi-Unit Franchise Deals

EXECUTIVE SUMMARY

Ignite Visibility helped a **consumer electronics franchise** accelerate growth by attracting high-value, multi-unit investors through organic channels.

CHALLENGE

- Attracting mostly single-unit buyers
- Limited visibility across search and social channels

CAMPAIGN STRATEGY & TACTICS

- Expanded SEO footprint for franchise terms
- Increased organic social distribution to amplify reach and visibility
- Positioned brand to attract multi-unit investors

PLATFORMS, TOOLS & TECH STACK

- SEO platforms and search visibility tools
- Organic social media channels for distribution
- Content marketing to support investor targeting

RESULTS & BUSINESS IMPACT

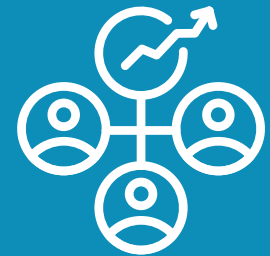
- **+90%** of new franchise awards were multi-unit, significantly increasing deal size and growth potential
- **+60%** organic traffic growth
- **+89%** organic social traffic growth

FINAL THOUGHTS

Growth accelerates when you attract the right investor at the right time in the buyer journey. Learn how Ignite Visibility can build you a customized growth strategy help you grab the attention of multi-unit franchise investors!

RESULTS & BUSINESS IMPACT

SUMMARY



+89% organic social traffic growth



+60% organic traffic growth



+90% of new franchise awards were multi-unit