

Meta Delivers Franchise Deals at \$3,500 Cost per Location!

EXECUTIVE SUMMARY

Ignite Visibility built a cost-efficient paid social engine for a **service/retail franchise**, that consistently generated franchise deals while significantly reducing acquisition costs.

CHALLENGE

- Rising cost per franchise acquisition
- Inconsistent and unpredictable deal flow
- Ineffective targeting of qualified investor audiences

CAMPAIGN STRATEGY & TACTICS

- Deployed Meta Instant Lead Forms
- Layered investor-focused audience targeting
- Integrated AI scheduling + lead filtering
- Optimized toward conversion efficiency

PLATFORMS, TOOLS & TECH STACK

- Meta Ads (Instant Lead Forms)
- AI-driven scheduling and qualification tools
- CRM systems

RESULTS & BUSINESS IMPACT

- \$53 CPL, significantly lowering cost per acquisition
- \$3,500 cost per location, improving overall investment efficiency
- 2 deals → 4 locations
- 33 leads/month on average

FINAL THOUGHTS

Efficient growth starts with the right acquisition strategy. If you're looking to scale franchise expansion while controlling costs, Ignite Visibility can help you build a system that delivers

RESULTS & BUSINESS IMPACT

SUMMARY



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