

# From 1 Lead to 20 Locations Turning a Single Click into a Multi- Unit Franchise Deal

## EXECUTIVE SUMMARY

Ignite Visibility leveraged Meta lead generation campaigns to attract high-intent investors for **a med spa franchise**, resulting in a single lead converting into a 20-unit franchise deal.

## CHALLENGE

- Needed high-quality investor leads, not just volume
- Difficulty reaching serious, multi-unit buyers
- Required a scalable acquisition channel that could deliver consistent ROI

## CAMPAIGN STRATEGY & TACTICS

- Launched Meta Instant Lead Forms tailored to investor personas
- Used layered demographic + interest targeting
- Offered a lead magnet to increase conversions
- Optimized for frictionless lead capture

## PLATFORMS, TOOLS & TECH STACK

- Meta Ads (Instant Lead Forms)
- CRM integration for lead tracking and follow-up

## RESULTS & BUSINESS IMPACT

- **1 lead** → **20 locations** closed (single deal expansion)
- **\$67 CPL**, maintaining cost-efficient acquisition
- **21%** SQL rate, indicating strong lead quality
- **590** MQLs generated to support pipeline growth

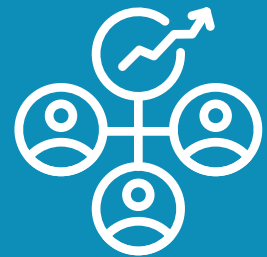
## FINAL THOUGHTS

Investors may not be looking for their next investment on Instagram or Meta, but they use these channels frequently. One high-intent lead can drive massive growth. Target the right investors with smart ads.

Let's talk multi-unit lead generation.

## RESULTS & BUSINESS IMPACT

### SUMMARY



1 lead → 20 locations  
closed



**+21%** Increase in Sales  
Qualified Leads (SQLs)



**+590** Marketing Qualified  
Leads (MQLs)