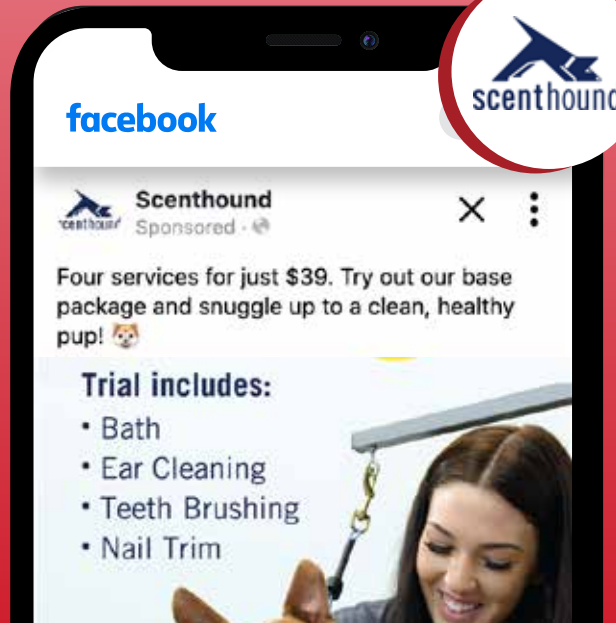




Building Brand Awareness for Dog Grooming Franchise, Scenthound.

We helped Scenthound attract new members to its expanding franchise by creating a presale plan with Local Search and Paid Ads services. Check out their results!



Years with RevLocal

4

Services Used

3

- Local Search
- Targeted Ads
- Brand Expander

Challenge

Scenthound, a membership-based franchise with a growing presence, required a digital marketing partner to help establish and retain their membership base as they opened new locations.

Process

We developed a presale strategy specifically designed to create brand awareness and attract members to Scenthound's new locations ahead of their opening day.

Solution

By implementing a customized Local Search plan in conjunction with Facebook Lead Gen Ads, we successfully converted leads into new members for Scenthound.

420+ Lead Average

Using a 10-week presale strategy, Scenthound attracted an **average of 420+ leads.**

30k Average Total Reach

Scenthound reached an **average of 30k people** based on location, interest and demographic testing.

300k Average New Views

With a focus on brand awareness, Scenthound's digital marketing strategy attracted **300k new views on average.**