

I Love Kickboxing Tackles Rebrand and COVID-19 Messaging With Franchisee Content

Overview

When ILKB came under new ownership in 2020, the newly installed corporate marketing team faced three immediate tasks:

- Rebrand ILKB, which required fresh visual materials reflecting the new global brand direction
- Respond to the global COVID-19 pandemic, which necessitated timely messaging to members and other studio attendees about local health and safety mandates and virtual class options
- Maintain a consistent sales lead pipeline for franchisees to meet their membership goals, which demanded compelling content and increased reach to attract new members

The lean team recognized they would need a streamlined way to generate and share new images and videos quickly. One that would universally support the new brand vision, notify local franchisees about critical onsite procedures and class alternatives, and also enable them to drive digital engagement with current and potential customers.

The solution to meet their goals and balance the corporate office and franchisees' needs was close at hand. They tapped their robust advocate community of ILKB franchise managers — along with an advanced media exchange system to move content seamlessly from corporate marketing to franchisees and to their local social channels.

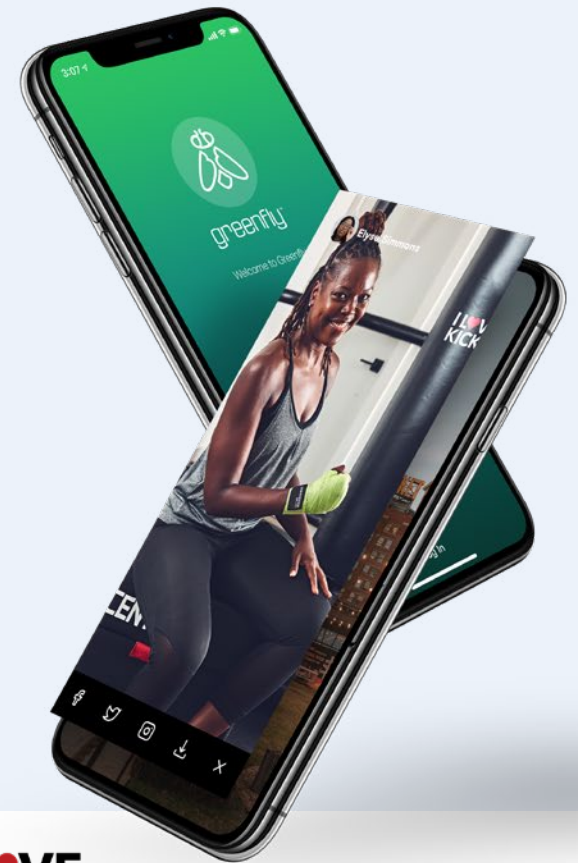
Opportunity

The ILKB team understood that their corporate social media platforms — chiefly Instagram and Facebook — were their audiences' main connection points to the franchisees and overall brand. Along with the ILKB online member portal and regular emails, franchisee-managed social media channels were a new primary conduit to provide information on studio updates and promotions and showcase individual members. Thus, local social media promised to be an ideal vehicle to meet all of their content challenges head on.

To set their social plan in motion, the marketers turned to ILKB's best brand advocates to generate and share original photos and videos with corporate. Studio owners and managers were already in charge of their own local studio social media accounts and had full autonomy in this area; they just needed coordination regarding brand and message. And the franchisees were in an ideal position to understand what content local members were looking for and provide that information on social media. Representatives from their internal franchisee board had weekly calls with the corporate team to give input on these local needs and preferences, learn what ILKB's corporate brand priorities were, and understand how to align with and support those, too. The creation and distribution chain was nearly complete.

What everyone at ILKB still needed was an easy-to-use and scalable system that could help them efficiently craft and exchange engaging

and authentic content and get it out to their followers everywhere — fast. Their existing workflow utilizing Google Drive to merely upload and download content wasn't up to the challenge.



**I LOVE
KICKBOXING**

I Love Kickboxing (ILKB) is a fast-expanding, membership-based fitness franchise. With nearly 175 franchised studios across North America, ILKB has a remarkable community of kickboxing devotees who inspire each other for success every day.

Partnership

The ILKB team began working with the Greenfly to rapidly distribute new content at all levels of the organization and provide a centralized asset management system. They also used Greenfly to systematically request specific videos or photos to be captured at each studio and submitted to corporate marketing. The corporate marketing team utilized Greenfly to gather authentic advocate-generated content from the local franchisees, edit if needed, and then route approved brand content back to all locations. One studio's stand-out video could be corporate-approved and used by all — in minutes

Right from the start, the corporate team had curated galleries of brand content ready for franchisees to share during Greenfly's comprehensive onboarding training session, so they could immediately share and publish social media through the Greenfly mobile app. They found an instant understanding among the franchise managers about how to use the Greenfly mobile app to create and share content. Franchisee adoption and consistent platform usage picked up quickly, with top users inspiring others to post. 60% of the franchisees were actively using the platform within the first several weeks of the partnership.

The focus on imagery showcasing the new brand on a local level has worked to ensure studios are leaning into being a part of the brand more organically.

The HQ marketing team has found that if they lack a particular type of studio content, they can ask for it with specific directions, and franchisees respond quickly — often within 5-10 minutes of the request.

Since they put studio photoshoots on hold during the pandemic, this workflow has provided ILKB with an alternative way to request and receive custom in-studio content for brand channels — shot right in the Greenfly mobile app. The corporate brand team and their franchisees have gained the added benefit of highlighting real people — instructors, members and other class attendees — in candid versus posed shots, to create more authentic posts. The team found that this authentic media actually boosted social engagement.

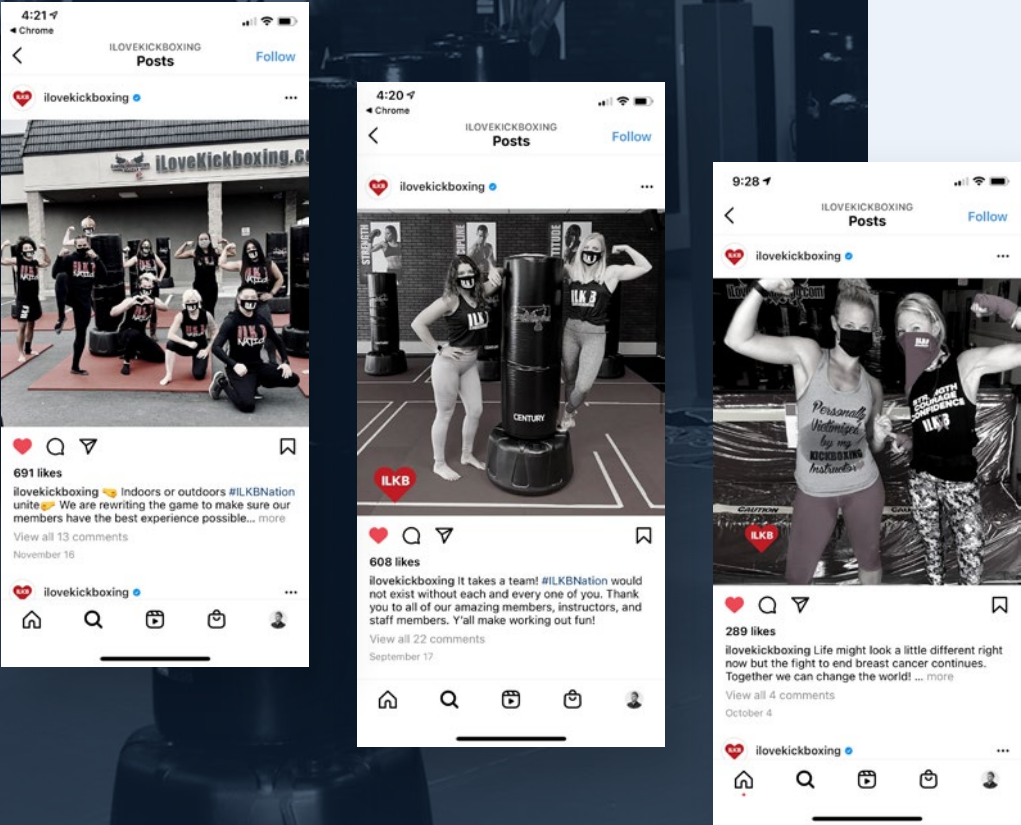
The corporate team creates their content calendar a month in advance, but Greenfly allows everyone the flexibility to pivot swiftly and distribute alternative messaging and material as local conditions demand. This capability has been critical to their efforts in managing and sharing ongoing COVID-19 studio schedule and guideline shifts across the franchisee base, such as through Instagram Stories updates.



Greenfly helped us collect content from our franchisees and showcase our actual members doing workouts. We had 25 franchisees creating content the first day! This really sets us apart from other fitness brands.

— Crispin Luna

Chief Business Development Officer
I Love Kickboxing



About Greenfly

Greenfly’s brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.

Impact

Greenfly has helped ILKB get their brand message consistently into the social feeds of more customers and increased engagement (including a 160% rise in Instagram social engagement). The platform has enabled the corporate team and franchisees to generate more authentic and personable visual content aligned with the brand, distribute it effectively, and analyze the results to understand what resonates the most. Greenfly has helped notify ILKB customers about important and timely COVID-19 messages; these have been among their top-performing posts. This engagement and humanity on social media have differentiated ILKB from other fitness alternatives and supported their franchisee sales efforts by empowering stakeholders to highlight each individual studio’s community and energy.

Franchisees are happy they have access to more organic social content and can showcase their local members instead of relying on stock fitness images. In fact, they shared over 800 content pieces to social media in the first month using Greenfly and uploaded over 500 pieces of original content in the first two months.

The ILKB marketing team uses this advocate-generated content in their paid advertising campaigns now as well. Looking ahead, they plan to incorporate more authentic studio content featuring members into their overall visual portfolio, to continue energizing the ILKB brand for the future.

Results

500+

original media assets
uploaded by franchisees

800+

shares to social in
the first 30 days

160%

increase in Instagram
social engagement*

Sources: Greenfly; *Data from CrowdTangle, a public insights tool owned and operated by Facebook, Sep-Nov 2020