

Client Spotlight

How Curves leverages PromoRepublic to empower their Club owners and grow their community engagement on social

33%

Engagement growth on **social media** QoQ

44%

Drop of average **response time** QoQ

19%

QoQ growth of **followers on social media**

Overview

Curves International is a global franchise helping women around the world get stronger bodies with 30-min workouts.

Curves offers guided in-club and home fitness strength trainings, as well as nutritional programs and health education.

“Innovation never sleeps at Curves. To remain relevant with today’s women and fitness, we are constantly improving our franchise system and member experience. Now with PromoRepublic, we give the best toolset for Club owners to stay connected and grow their presence on social.”

Industry

Fitness

159 Clubs

In Europe

Products used

- Social Media Marketing
- Digital Asset Management
- Insights & Suggestions



Claudia García López

Marketing Manager
at Curves

THE CHALLENGE

- **Grow brand awareness and Clubs' engagement on social**

Curves wanted to inspire franchisees to be proactive on social and stay connected with local communities, building relationships with their followers, and giving people a reason to visit website or to book their workout with Curves.

- **Provide better social media customer service**

Sometimes customers comment on posts or submit feedback, sending direct messages, or inquiring about trainings. Clubs needed a tool to monitor their customer communication across all platforms in one place and support customers faster.

- **No centralized place to track Clubs' performance**

Curves understood the importance of tracking local marketing data to realize what's working and not. But they didn't have a tool to monitor real-time data. Having accurate data on the table could give them more insights into how to grow their business.

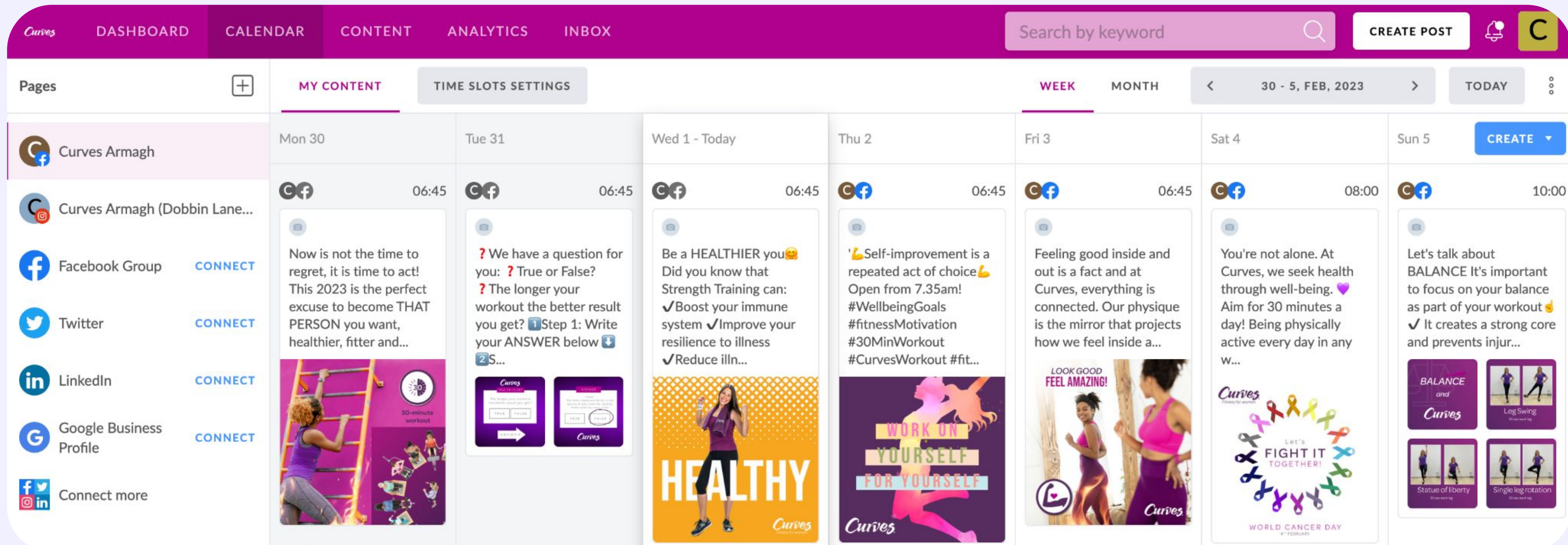
THE SOLUTION

Curves has chosen PromoRepublic as their **local marketing intelligence platform** to serve both: franchisor and franchisee.

It helps Club owners to post consistently fresh, on-brand content and connect with local communities leveraging a **bank of content, scheduler, social inbox, and analytics**. The corporate team benefits from sharing asset libraries, launching campaigns, and analyzing Clubs' social performance.

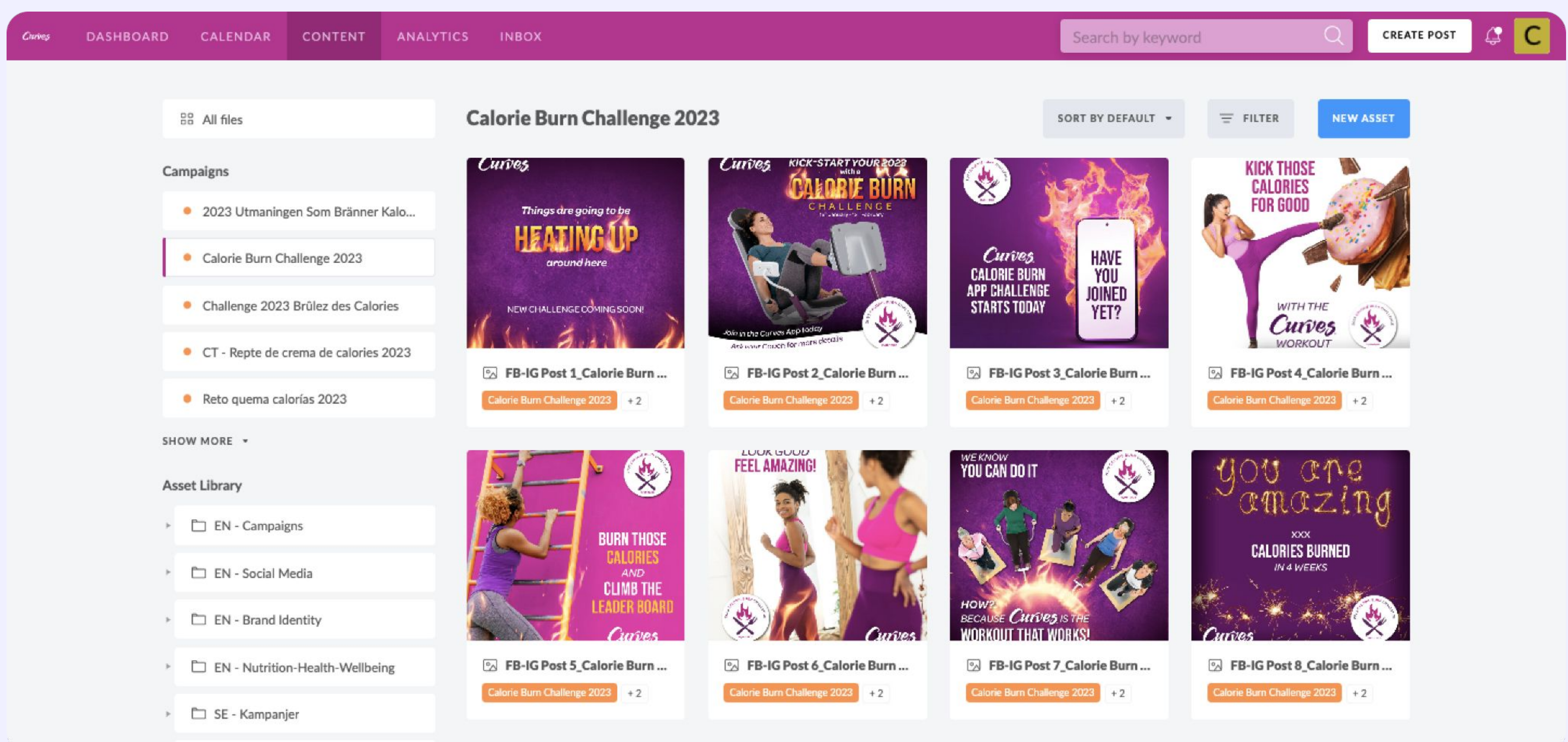
As Curves operates so many locations in Europe, multilingual support was essential in helping cut down barriers and streamline collaboration.

• Social Media Marketing



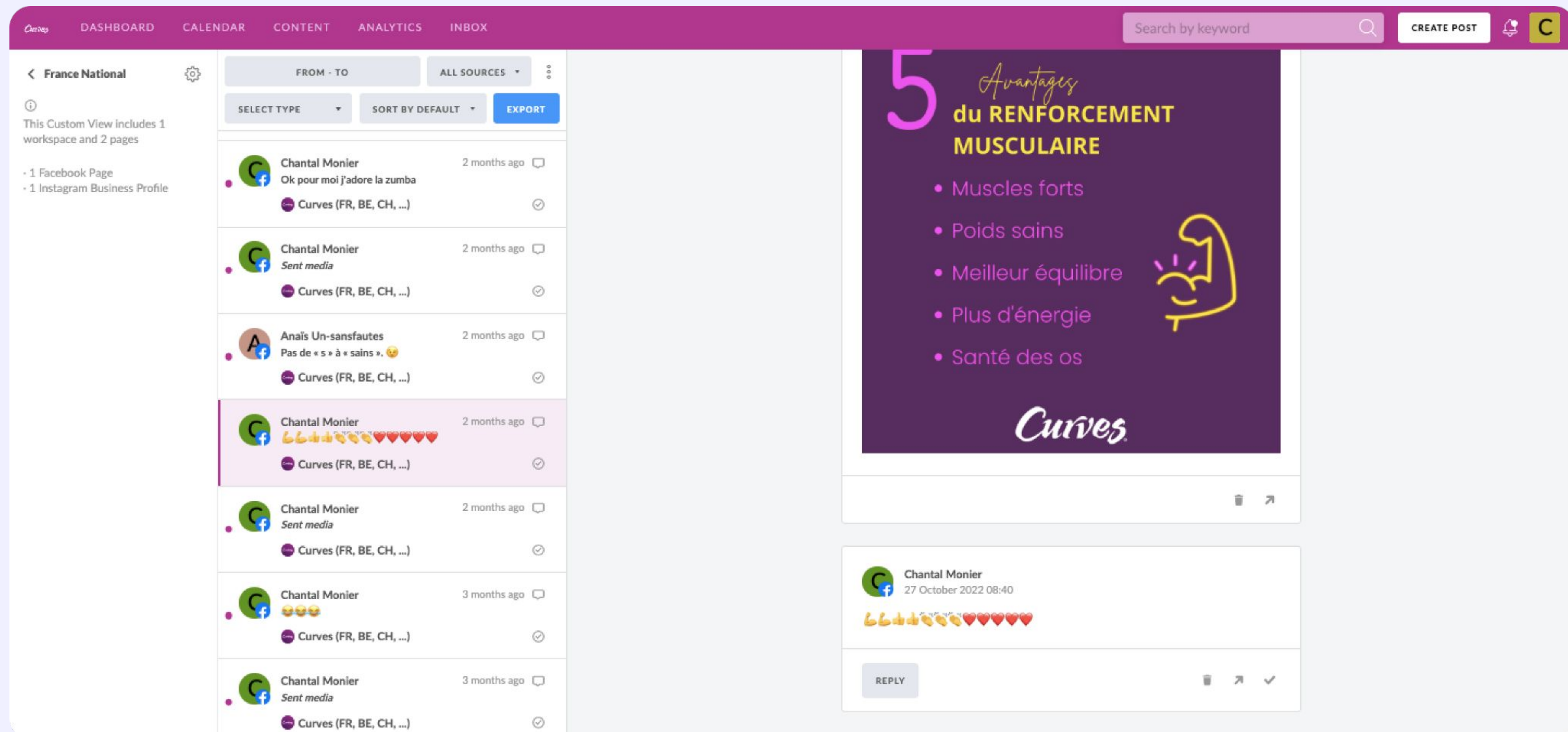
Clubs' managers got a tool to overview and **schedule their posts in advance** within a single calendar for all their social accounts. Creating, planning, and delivering engaging posts has never been so easy and fast. Such automation frees up time for franchisees to focus on keeping up with their customers.

• Digital Asset Management



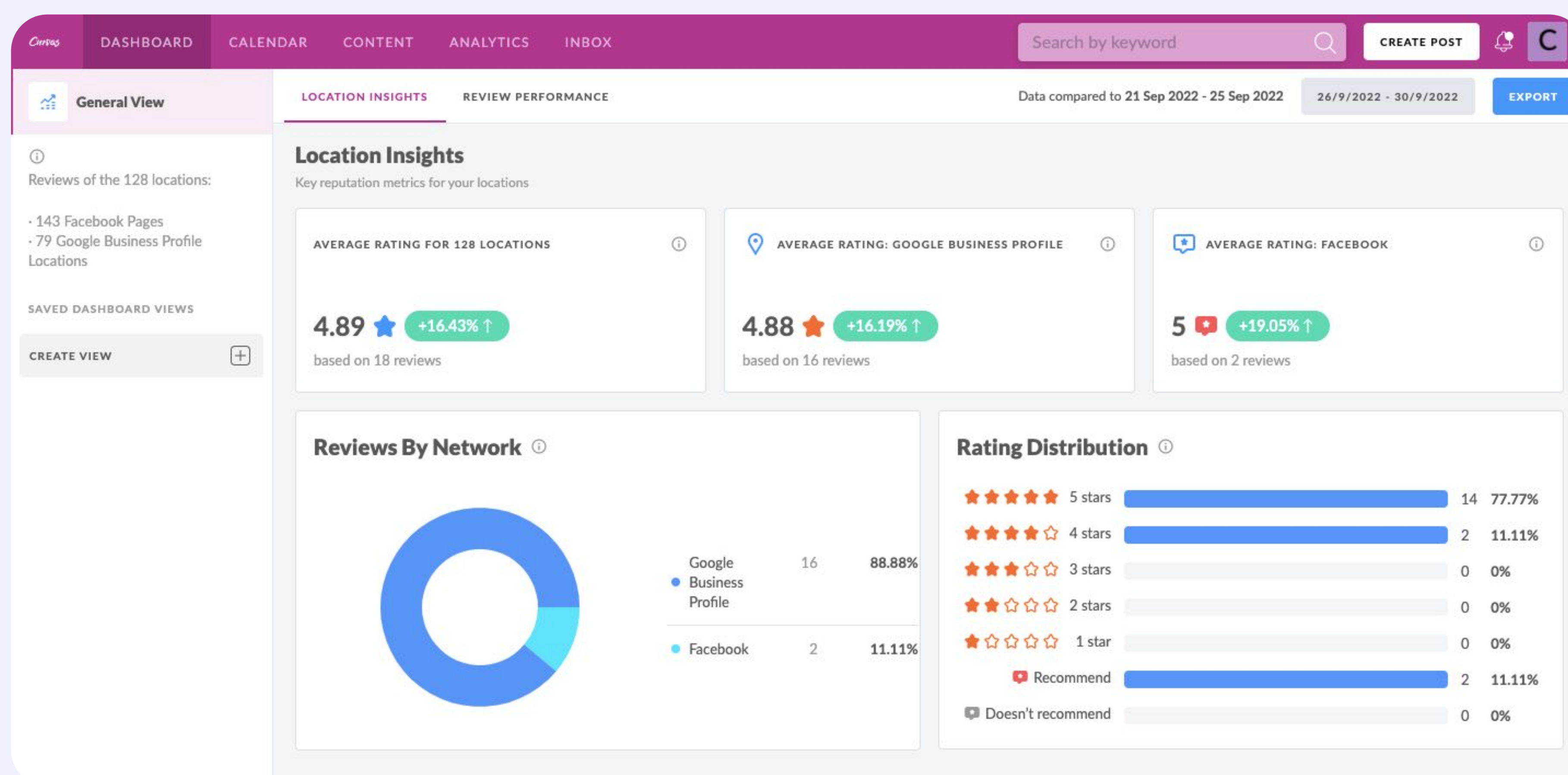
Clubs owners are now able to easily navigate, edit, and share posts from one place. PromoRepublic provides them **one place of truth for branded content** and campaigns. It helps local managers use already uploaded elements and feel more confident with creating content by themselves.

• Community Management



All-in-one **Social Inbox** allowed Clubs to unify social channels and Google into one stream and handle their Facebook community management directly from the platform. A single view allowed to monitor incoming direct messages, comments, or reviews and react to them faster.

• Insights



The head office can now **pull out data for any specific location** and compare their Clubs by performance. Curves use this to mark leaders while offering more support for those lagging. To keep up with KPIs, Clubs have access to their local metrics and can use numbers to adjust their efforts where needed.