

Tiger Pistol Cuts Ad Costs and Enables Local Scale for Fresh Grocery Delivery Service

55%

Lower Cost per Lead Than National Ads

20%

Lead to Sale Conversion Rate

150%

Increase in Page Fans

The Challenge

A grocery store delivery service required a solution to maintain brand control while also empowering their network to market themselves locally. Past attempts to use Facebook led to inconsistent usage of brand assets, posting of off-brand content, and poor community management with high public relations risk. The national marketing team didn't have the resources in-house to manage all the local Facebook pages on behalf their franchisees but didn't want to go down the route of revoking an owner's ability to market themselves on such an accessible and powerful tool.

The Solution and Benefits

Tiger Pistol enabled the company to enforce brand consistency by posting four pieces of nationally-approved content across all local Pages per month. National created Lead Ad Campaigns that were customizable per location, and run by local pages, which drove direct results for the individual owner. Running ads at a local level, proved a more efficient use of marketing spend, with avg. CPL at a local level being \$12.72 as opposed to \$28.37 per lead for the same campaign run from the national brand Page.

Other benefits of the Tiger Pistol optimization, were rich insights which informed future National campaign strategy, including:

- Images of Franchise owners who were a couple had higher ROI than those with an individual franchise owner's picture.
- Franchise owners pictured in the store performed better than pictures of owners in their delivery truck
- Ads which featured bundled products within the imagery produced more leads.