VIQTORY

G-FORCE

Franchise Group G-FORCE Launches Nationwide Campaign With VIQTORY, 126 leads and 4 new Veterans Franchises in 90 days!

GOALS

- Launch National Social Campaign Aimed At engaging Veterans Pursuing Franchise Opportunities.

- Drive targeted traffic to the G-FORCE™ landing page to generate franchise buyer leads.

- Open new veterans only franchises in key markets

APPROACH

- Leverage VIQTORY'S veteran first-party data, the G.I. Jobs platform with lookalike and personas through an Advanced Targeting Campaign using Managed Programmatic Marketing.

- Create cross-platform social targeting and a lead acquisition funnel for tracking and remarketing entrepreneurship/ franchise opportunities.

RESULTS

- G-FORCE™ gained 551,388 targeted impressions nationwide on Social and GOOGLE Display Network.

- 11,588 veterans engaged with G-FORCE™ campaign resulting in a CTR of 4.25% which is 800% over national average giving G-FORCE™ the national brand awareness they were looking for!

- Hundreds of veterans opted-in to the G-FORCE™ franchise funnel requesting more information on owning a franchise - 100% net new leads.

- 4 franchises were sold at an average of 15,000 per franchise location.

G-FORCE™ BUSINESS OBJECTIVE AND CHALLENGE

G-FORCE™ Parking Lot Striping franchise is your go-to resource for all your Parking Lot Line Striping and Pavement Marking needs. G-FORCE™ is on a mission to empower veteran business ownership and they asked VIQTORY to deploy a national brand awareness campaign aimed at launching new franchises with veterans in key markets.

VIQTORY'S UNIQUE EXPERTISE

Founded in 2001 by Navy veterans, VIQTORY established itself as the premier Military Marketing Agency focusing on employment and entrepreneurship opportunities. Since then, VIQTORY has built itself into a trusted leader in the military veteran recruitment industry, with unprecedented data-based insights into veteran interests, skills and entrepreneurship behaviors. VIQTORY'S rich first-party data set, incorporating survey results, lookalike audiences, data overlays and predictive models built by their in-house data scientists helps their clients reach millions of veterans for franchise opportunities.

11,558+
Veterans Engaging in Campaign

126+
Franchise Leads

4.05%
Brand Awareness CTR

TURNING FIRST PARTY DATA INTO NEW FRANCHISE OWNERS FOR G-FORCE™

First-party data enables VIQTORY to focus with great precision on the audiences that matter most to their clients. First, VIQTORY helped G-FORCE™ define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skill sets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 18 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY'S clients with deep insights into the needs, interests and behavior of the veteran community that G-FORCE™ leveraged. VIQTORY helped G-FORCE™ reach veterans seeking franchise and business opportunities with a strong message-to-market match and first-party data targeting, and audience lookalikes. To ensure campaigns stay up to date, VIQTORY constantly split tests creatives and makes changes in real-time. 90 days into the campaign G-FORCE™ was at a 4% CTR generating hundreds of leads and several new franchise owners.