

Client Spotlight

How PromoRepublic Revitalized Martinizing Cleaners Online Presence in 6 months

54%

Engagement growth on **social media**

77%

Increase of quality traffic to **website**

57%

Growth **in calls** via GBP

80%

More **direction requests** on Google Maps

Overview

Martinizing is a recognized name in the dry cleaning industry with over 60 years of innovation & leadership experience.

Founded in 1949 by Henry Martin, Martinizing Dry Cleaning offers exemplary garment care services.

“With PromoRepublic, it’s much easier to stay consistent across all our social media channels and better understand our audience. Insights we get continue to help our social marketing team maximize their time and effort.”

Industry

Home Services

135 locations

USA + Canada

Products used

- Social Media Marketing
- Digital Asset Management
- Analytics



Eileen Curto

Director of Marketing
Clean Brands

THE CHALLENGE

- **Creating a centralized social media strategy**

Martinizing needed a brand-wide social media strategy that could easily be implemented across all their locations. Pooling resources and expertise across the entire chain could minimize inconsistencies and help scale up.

- **Growing engagement and reach**

For area-based brands providing local services, it is essential to remain at the top of customers' minds. So the head office was looking at how to encourage franchisees to post consistently for improved engagement and broader audience reach.

- **Tracking results to fine-tune strategy**

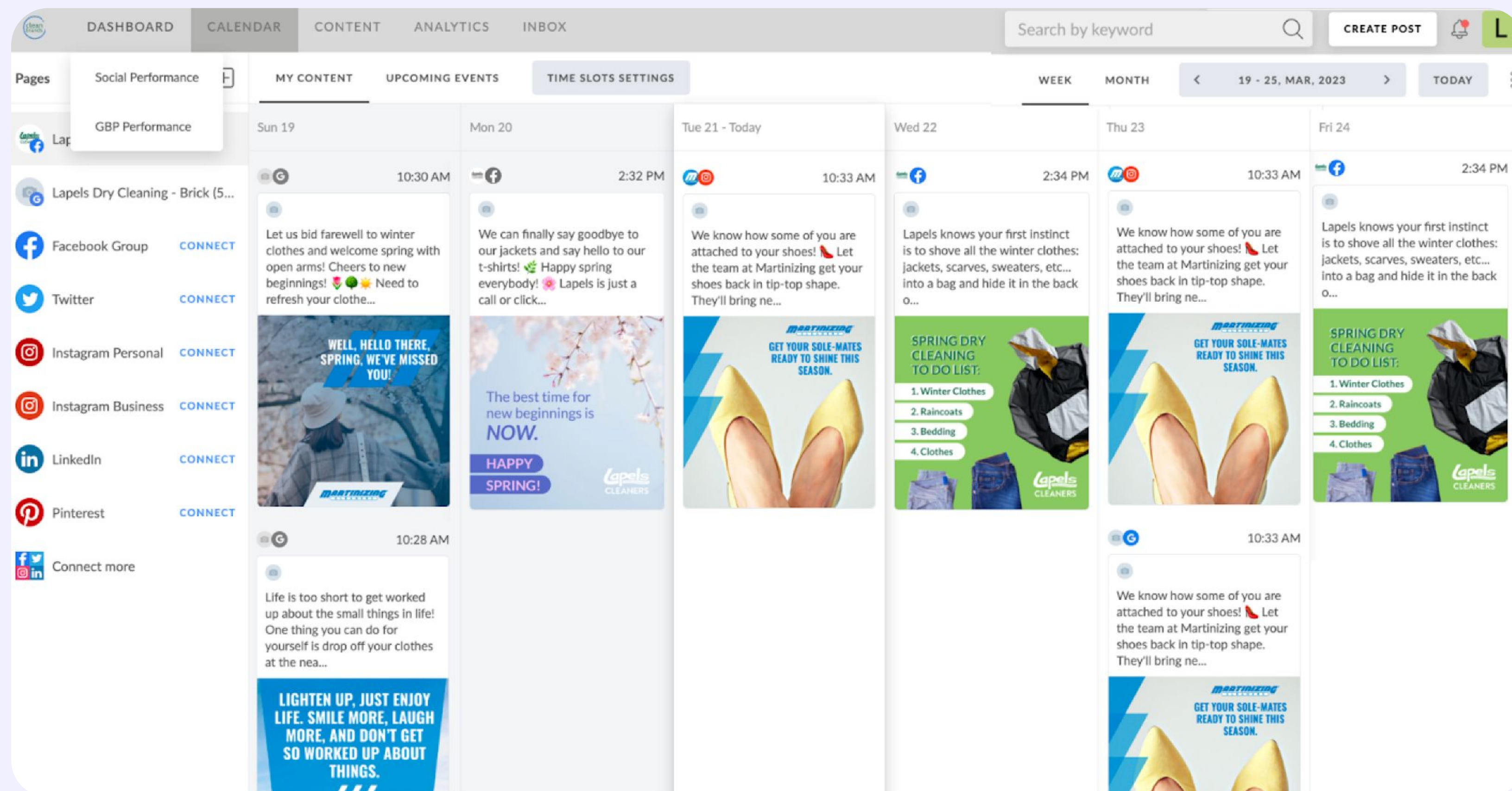
Martinizing lacked a master dashboard to pull out info on how the local audience engages with the brand on Google and social. With this data, the head office team can fix inconsistencies and perfect the tone of content they offer to their franchisees.

THE SOLUTION

PromoRepublic offered Martinizing the marketing platform that provided a centralized place to manage the brand's **presence across search and social**. The solution included social media marketing, digital asset management, and analytics.

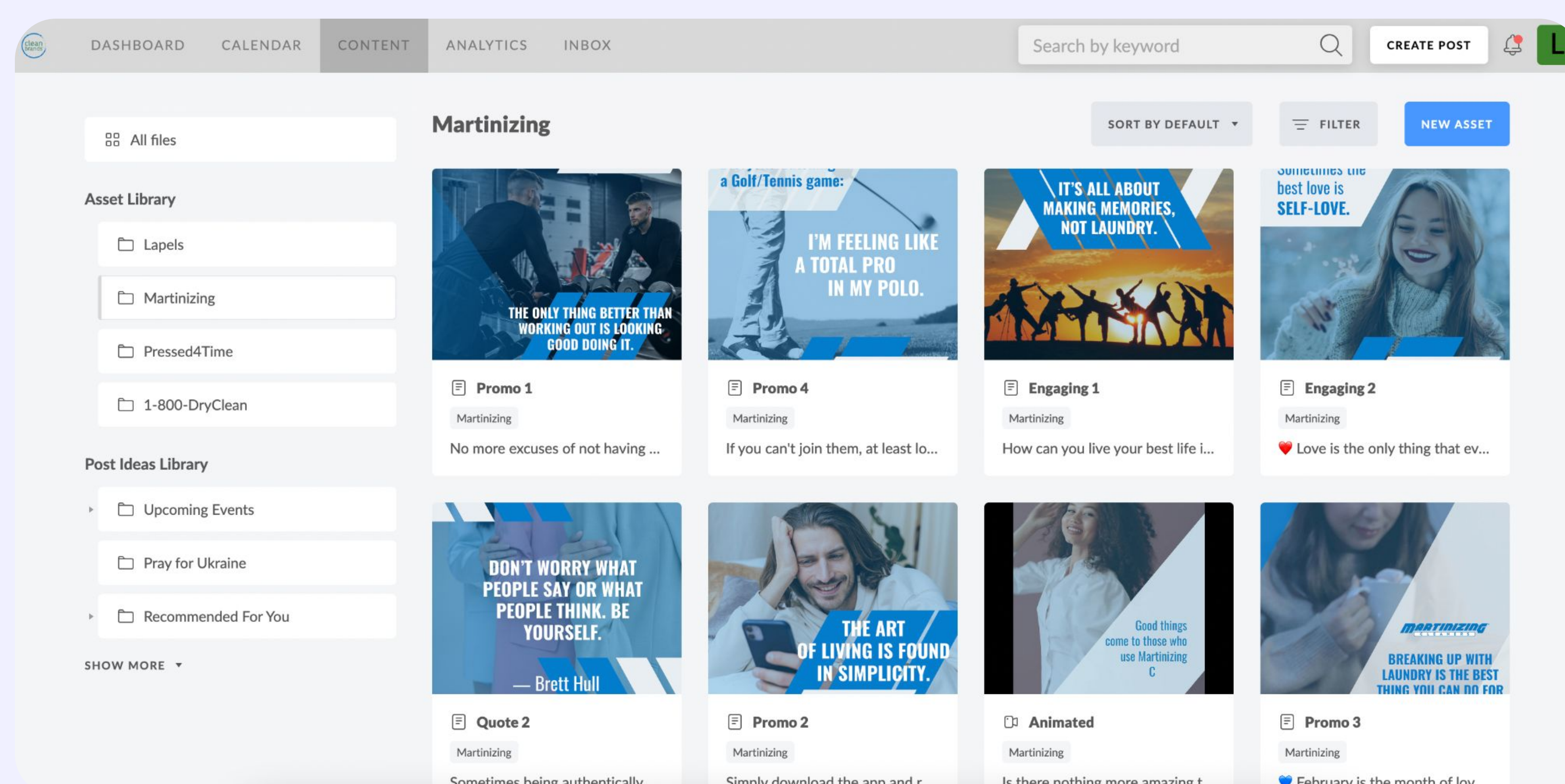
The platform allowed Martinizing to share **97%** of its content via PromoRepublic, resulting in a **283%** increase in posts published and improved consistency across all locations.

• Social Media Marketing



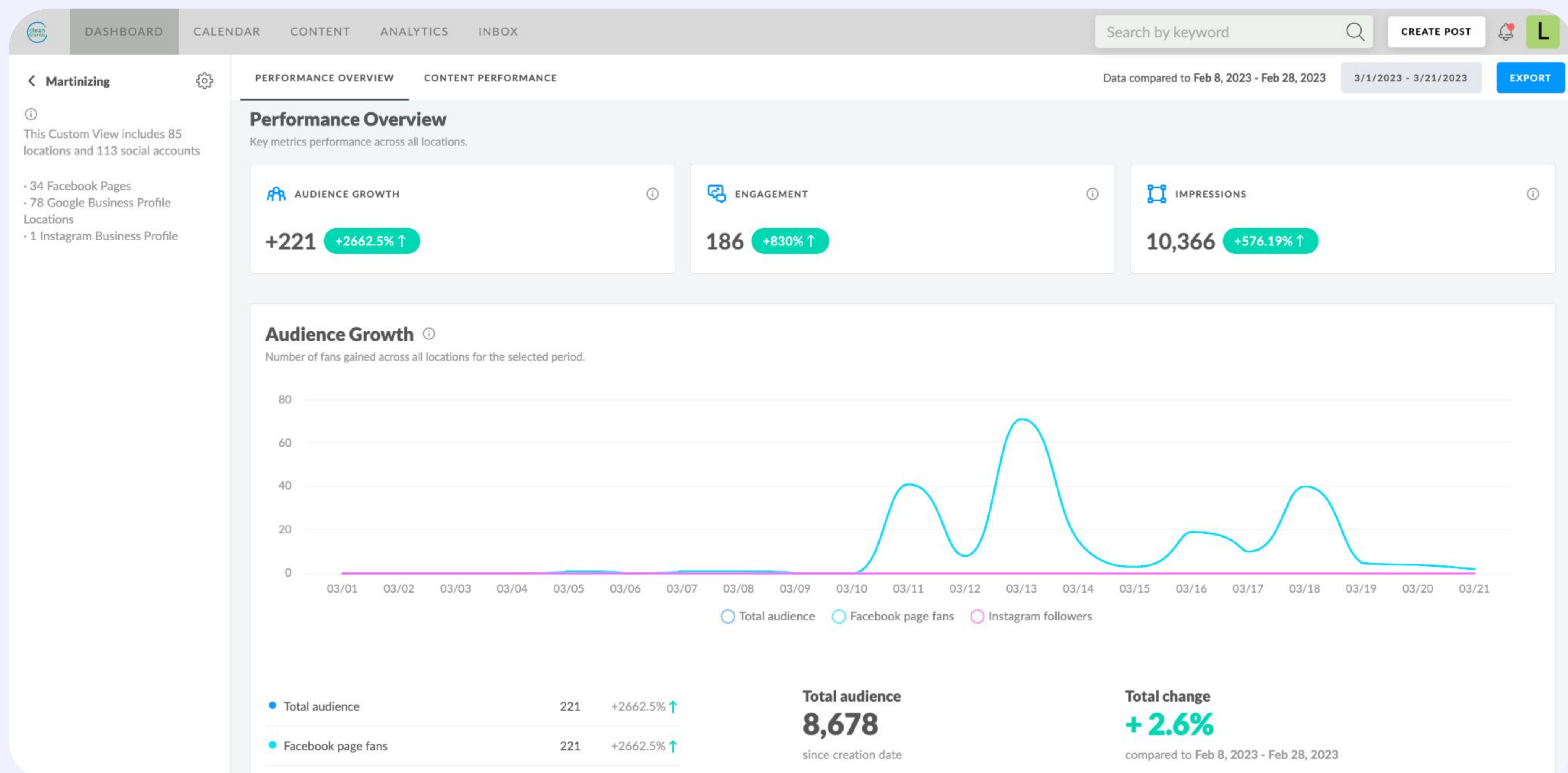
The corporate headquarters is taking the initiative to create and propose on-brand content for franchisees to add directly to their **social media calendars**. By automating this process, franchisees can save time on routine tasks and concentrate on building their business.

• Digital Asset Management

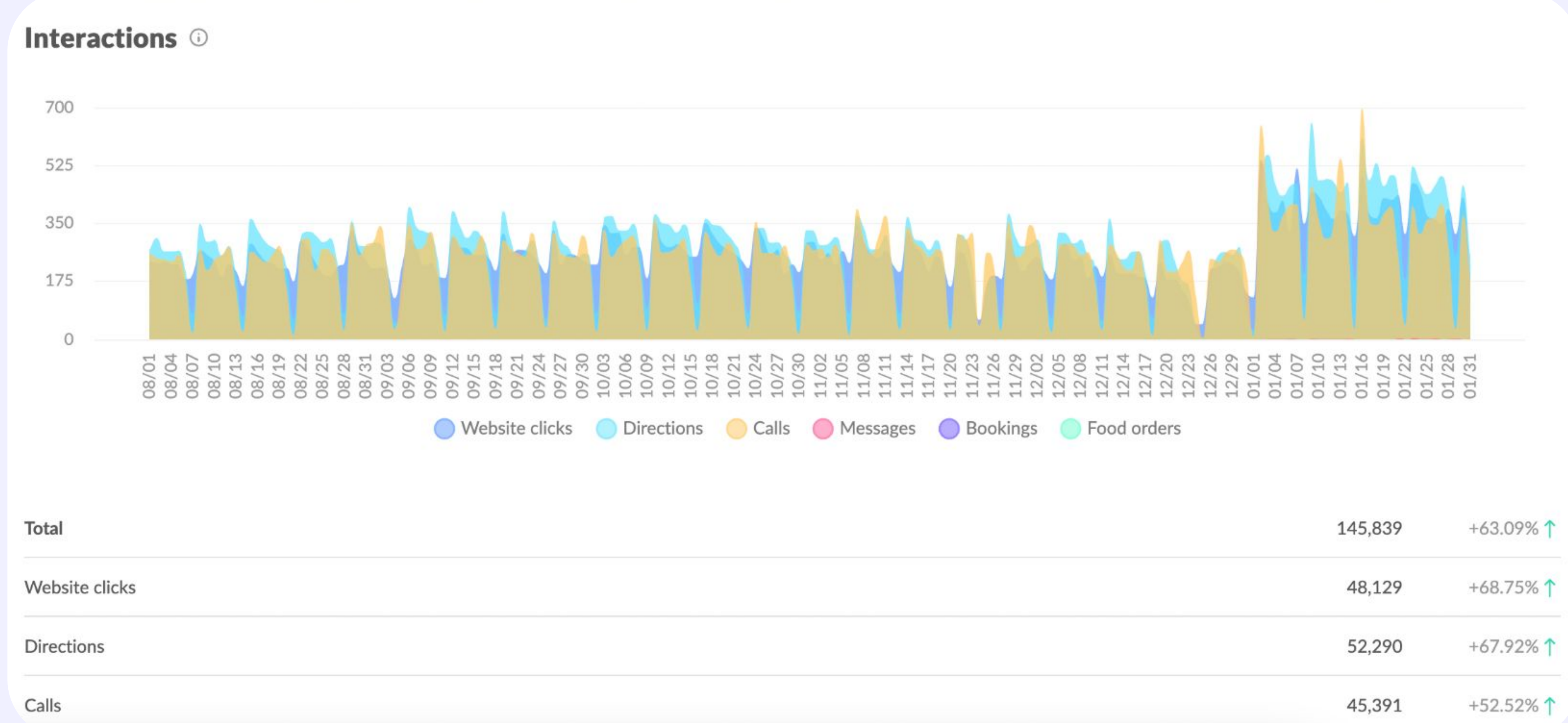


To improve engagement and make it easier for franchisees to create attractive posts, Martinizing set up **a central content library**. As a result, **97%** of content is published now via PromoRepublic - and so far, it has yielded an **54%** increase in social engagement.

• Analytics



Martinizing monitors which content seeded on social and Google is receiving high engagement, allowing to tailor future pieces to be as relevant and compelling as possible. The head office can now **pull out data for any specific location** and compare their franchisees by performance.



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