

I'M SOLD! Web page interest soars for retail boutique franchiser

Project Goals:

Intensify brand and prospective franchisee interest using online video featuring current franchise owners

- Increase social proof by allowing current franchise owners to tell their unique stories of franchise ownership
- Increase the number of qualified leads from the website by increasing interest
- Strengthen online brand messaging to prospective franchisees



Results & Key Performance Indicators



Length of time spent on pages with video increased 85% versus average allowing more time for message to sink in



Site exits for pages with video decreased 30%, which shows more interest in pages with online, optimized video



32% of visitors to pages with video play the full video to completion