

CLIENT

Little Kickers is an international children's football franchise in 32 countries, with a mission to get young children involved in sports.

GOAL?

Spark Growth was **hired to execute a social media program** to increase registrations at their flagship branch in the UK. With almost 100 individual franchises, marketing of additional branches was subject to results in the UK. The results were astonishing.

ACTION & RESULTS

Spark Growth built brand awareness, improved engagement on social media, and launched ads. These efforts created such a buzz that **waiting lists started to form**, which in turn **helped retention** because spots became scarce. Little Kickers decided to parlay the momentum into other locations and within 6 months, Spark Growth **facilitated growth and profitability** of each country franchise.

Little Kickers Has Grown Revenue by Increasing Ad ROI by Over 70%

“ Spark Growth's approach is very **analytical** and their team has a broad range of **in-depth expertise** which we feel it would be **impossible to replicate** in-house with our budgetary limitations. They are also very responsive and great to work with! ”

– **CHRISTINE KELLY, FOUNDER & CHAIR OF LITTLE KICKERS**

We Drive Business Growth and Increase Profit for Local and Corporate Franchise Owners

- **Drive registrations and purchases** at the local franchise level
- **Attract new franchisees** with our proven marketing strategy at well below market rates
- **Kickstart new franchises** with a Booster package
- **Ensure franchisee ads don't compete**
- **Develop geo-targeted ads and fairly allocate marketing spend** for each franchise location
- **Increase customer retention** and encourage repeat purchases

Interested in Marketing for Franchises?

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