

# Client Spotlight

**How BaseCamp Franchising grows local findability of their two brands and provides a consistent brand experience across 180+ locations.**

**+12%**

average QoQ views growth on search and maps

**+18%**

QoQ total search clicks growth

**178%**

QoQ social reach growth across all locations

**28%**

YoY sales growth with the top 10 stores growth by 45%

## Overview

BaseCamp Franchising is a national franchise that markets two resale clothing brands under one umbrella: Kid to Kid and Uptown Cheapskate.

Their brick-and-mortar stores collect and recycle millions of items each year promoting sustainability and their local communities.

*"PromoRepublic helps our customers **discover our stores nearby** and have a positive experience with our brands. It's a cost-saver to ensure marketing consistency for both of our brands from one place.*

## Industry

Retail

## 180+ Locations

USA, Canada, Spain, Portugal

## Products used

- Social Media Marketing
- Digital Asset Management
- Analytics



**Amy Lofgreen**

Marketing Director  
at BaseCamp Franchising

## Issues Tackled

- **No method of distributing content directly to franchisees.**  
BaseCamp Franchising used to send quarterly PDFs redirecting franchisees to find content in Google Drive or take screenshots.
- **Complexities of marketing two brands under one umbrella.**  
Head office offered 3 levels of marketing support meaning 6 types of access for franchisees depending on their chosen plan.

### Short-term goals

- Consolidate marketing tools
- Distribute branded content
- Encourage franchisees to be active on social

- **Franchisees didn't have a tool to add their local touch.**  
Previously franchisees only received content from the head office; there was no automated tool to post on their own.
- **No metrics tracked to get insights for growth opportunities.**  
Head office needed to track how people discovered their brands on search and how content performed on social.

### Long-term goals

- Grow local brand exposure
- Track online visibility
- Ensure consistent marketing

## Solution

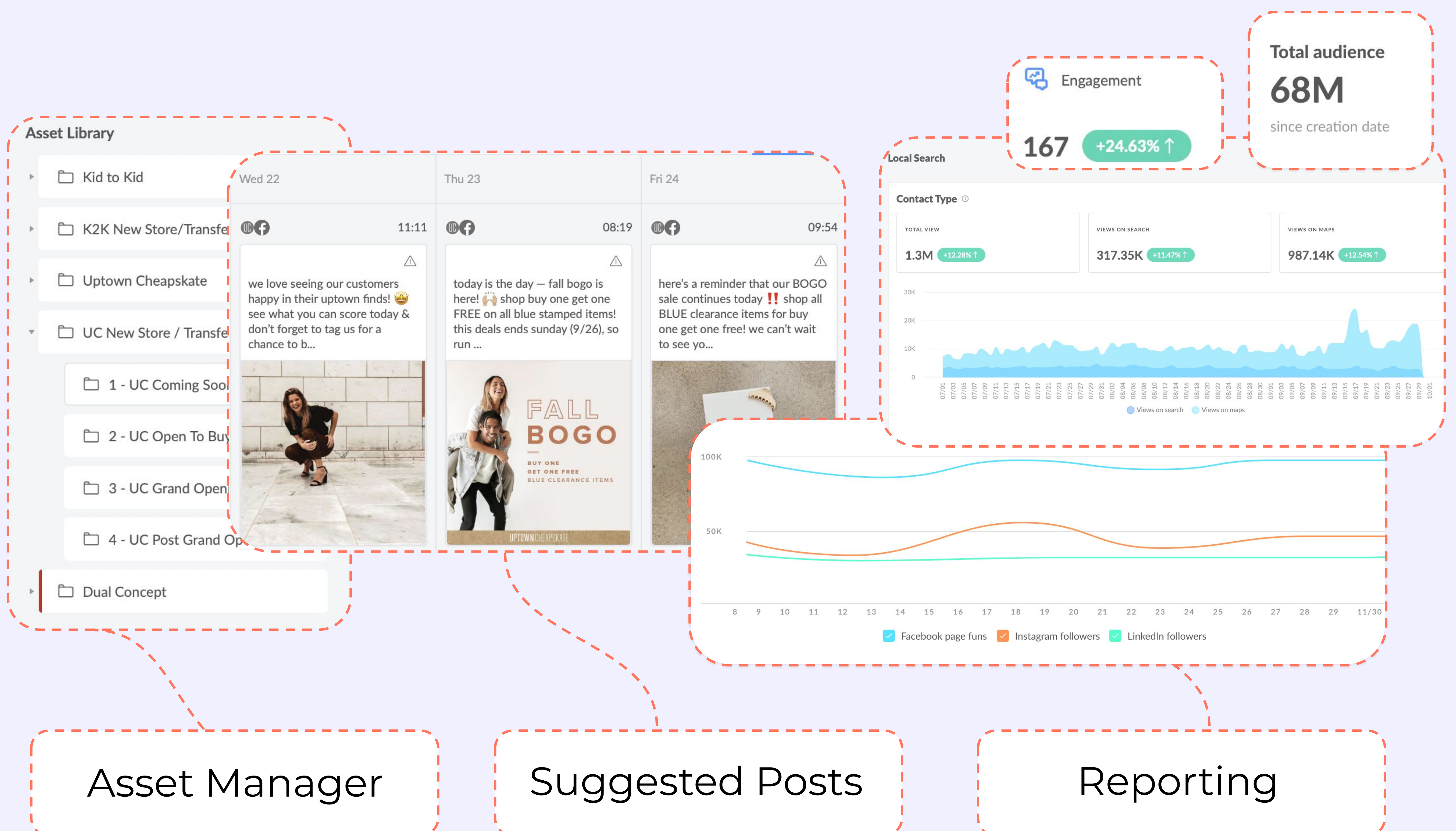
**PromoRepublic's marketing platform** ensured every BaseCamp Franchising location's visibility on Google is trackable within platform and has an on-brand presence due to easy content access and regular posting.

**Dashboards provide the head office with the much needed aggregated data** on how customers find and interact with Basecamp brands on search, maps, and social media helping spot growth opportunities.

 **UPTOWN**  
CHEAPSKATE  
WEAR TODAY ↔ SELL TOMORROW **KiD to KiD**

## Results

BaseCamp Franchising has a solution for the entire head-office marketing team to work out of for content management, access permissions, growing local search visibility, and reinforcing their brand reputation globally.



**The head office** is happy to manage marketing across all brands and locations in one interface, track search and social media results, and ensure their **customers** have consistent brand experience in local markets.

**Inconsistent brand experience is a thing of the past, thanks to PromoRepublic that provides the platform to establish online presence, improve customer experience, and increase local sales.**

**Want the same results?**

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