

# Automate **effective** **local marketing** — at scale

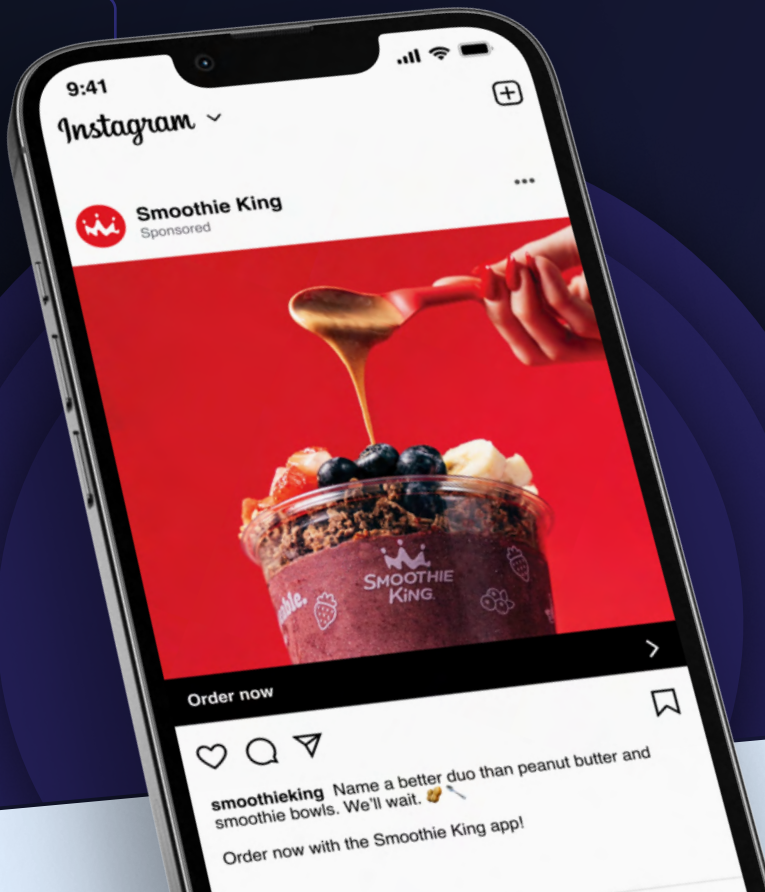


- 1,350+ locations worldwide
- \$862,839 average unit volume
- 5.5 million Smoothie Bowls have been sold since April 2023

Smoothie King partnered with Evocalize to scale their local marketing efforts and drive better results compared to their national campaigns.

## The challenge

Smoothie King had been relying on their national agency to run marketing campaigns, but they wanted to explore the potential of local marketing to drive better results. The franchise needed a solution that would allow them to maintain brand consistency while empowering local operators to run effective campaigns tailored to their specific markets.



Local ad programs can be **triggered on the right channels** to ensure each location is connecting with local customers in the **right places** and **hitting their sales goals**.



**Shannon Gewinner**  
VP of Brand Marketing



## The solution

Evocalize's Collaborative Marketing Platform provided Smoothie King with the tools and capabilities needed to streamline their local marketing efforts:

- Automatically pull in seasonal assets from their content library, ensuring campaigns were always relevant and up-to-date.
- Lock down brand elements to maintain consistency, while still allowing for customization to suit individual markets.
- Efficiently manage and optimize campaigns across multiple locations, driving down costs and improving performance.

**60%**  
decrease in  
CPLPV

## The results

By leveraging the Evocalize CMP, Smoothie King achieved remarkable results in their local marketing campaigns:

- \$1.20 Landing Page View (CPLPV) — far surpassing their goal of \$3.00 per view by a whopping 60%.
- Cost per Lead (CPL) decreased significantly, demonstrating the effectiveness of local campaigns compared to broad national efforts.
- Automated seasonality ensured campaigns were always relevant and engaging, further improving performance and reducing the need for manual updates.



## Future vision and support

Smoothie King's partnership with Evocalize has revolutionized their local digital marketing approach. By automating key processes, maintaining brand consistency, and enabling targeted local campaigns, Smoothie King has achieved exceptional results while driving down costs and improving efficiency. With the Evocalize CMP, Smoothie King now has the tools to engage local audiences in a manner that drives results.

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and drive real results  
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