

# Case Study

## A Recipe for Growth: Local Marketing That Delivers Results

How a leading restaurant chain scaled local engagement, finding the perfect mix of flexibility and brand oversight



A leading restaurant chain with locations across the United States has built its reputation on in-store restaurant experiences. With a strong focus on local marketing, the brand sought to enhance customer engagement while improving operational efficiency and maintaining brand consistency.

## The Challenge

Despite having an existing distributed marketing program, the brand faced significant challenges. With over 2,500 users, including corporate marketing, field marketing, and single-unit users they needed a scalable solution that could **empower non-technical team members to easily send professional, branded campaigns to local customers.** Managing marketing campaigns across corporate, regional, and local teams proved difficult, leading to inefficiencies in message planning and execution.



In addition, the company was transitioning to a new customer engagement platform for their overall corporate marketing needs. They required a distributed marketing solution that could integrate seamlessly with this new platform and a smooth migration that would not disrupt their local marketing initiatives.

Above all, the company's goal was to maintain brand consistency and oversight, while giving local teams the flexibility to connect with their customers in meaningful ways.

# The Solution

To address these challenges, the company partnered with Sageflo, leveraging the platform's robust local marketing capabilities, streamlined workflow, and seamless integration with their new customer engagement platform.

With Sageflo's template manager, the corporate marketing team created **ready-to-use templates for a variety of business use cases**, including promotional offers, in-location events, menu specials, holidays, guest appreciation, community initiatives, and operational messaging. In just the first three months, **over 100 templates were created** and available for local teams to quickly launch personalized and local marketing campaigns.

Sageflo's **user-friendly platform** made it easy for single-unit users to plan, create, and send campaigns efficiently, reducing the time and effort required to connect with local customers. The **review and approval workflow** ensured that corporate marketers could oversee campaigns before deployment, maintaining alignment with brand standards. Corporate field marketers also gained enhanced visibility into marketing activity across multiple groups or locations within their region.



## Balance of Flexibility and Control

“Our stores benefit from the creative freedom and variety of marketing options available through Sageflo, and our corporate team loves that we can provide an effective level of autonomy while maintaining proper oversight and guardrails.”

-Corporate Marketing Lead

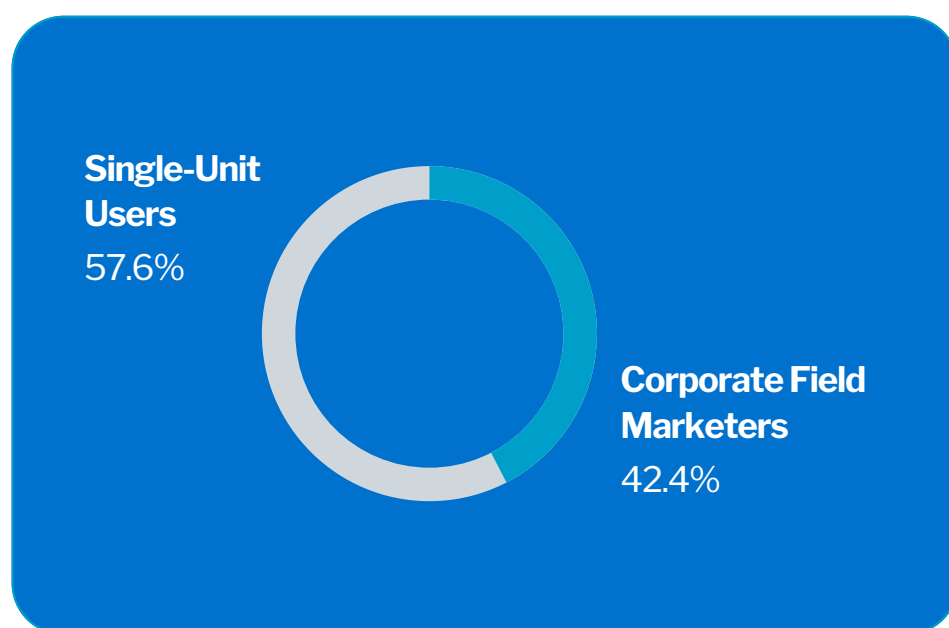
# The Results

The implementation of Sageflo was smooth and efficient, with **rapid adoption** of the local marketing capabilities across the organization. Within the first month, 43% of restaurant groups had launched a campaign. By the third month, adoption was nearly 100%.

## Seamless Onboarding and Ease of Use

“Working with the Sageflo team has been incredibly easy, and we truly love the platform. The users we’ve trained find it intuitive and easy to navigate, making the learning process seamless and stress-free.”

-Marketing Director



Local teams fully embraced and utilized the platform. Single-unit users sent 57.6% of campaigns, while corporate field marketers sent 42.4% of campaigns. The company is now **sending thousands of campaigns a year through Sageflo.**

According to a user survey, the brand experienced an 18% increase in platform user-friendliness and a 12% improvement in content planning capabilities compared to their previous local marketing solution.

Revenue and campaign performance metrics demonstrated the impact of Sageflo and the effectiveness of local campaigns. Compared to corporate campaigns, local campaign conversion rates were 190.8% higher. Custom conversion rates were up significantly, proving **the power of personalized, community-focused marketing**.

**18%**

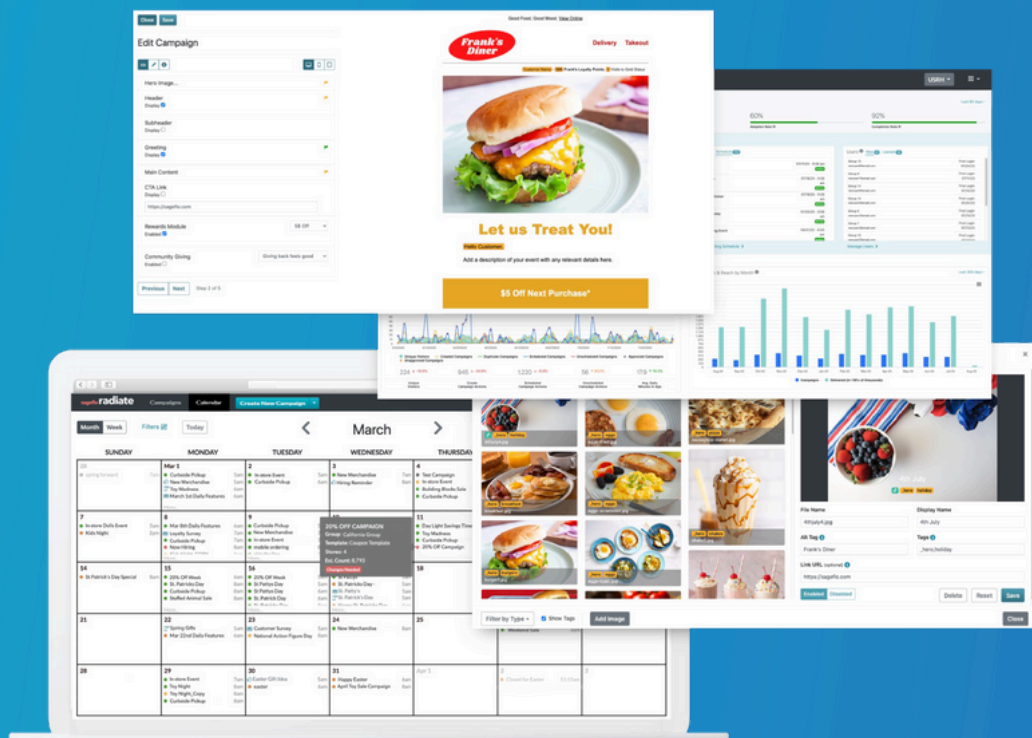
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**190.8%**

Higher conversion  
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**12%**

Improvement in  
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## Conclusion

- **Empowered Local Marketing** – The brand successfully enabled field marketers and single-unit users to drive hyperlocal engagement while ensuring brand consistency.
- **Seamless Integration and Transition** – A smooth and quick migration experience with Sageflo’s hands-on support.
- **Scalability and Efficiency** – A streamlined workflow that supports thousands of users and thousands of campaigns with built-in oversight.
- **Business Impact and Results** – Strong adoption, higher conversion rates, and increased revenue demonstrate that local campaigns drive meaningful results.

By leveraging Sageflo’s distributed marketing solution, this leading restaurant brand transformed its local marketing program, ensuring continued success in customer engagement and community-driven growth.

# Marketing Made Local

## About Sageflo

Sageflo is the leading distributed marketing solution, built for franchise, multi-brand, and multi-location companies to scale their local marketing.

We empower distributed teams to send on-brand, personalized emails and SMS to local audiences, driving deeper customer connections.

Sageflo is trusted by leading brands and seamlessly integrates with major ESPs and customer engagement platforms.

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**Learn More**

