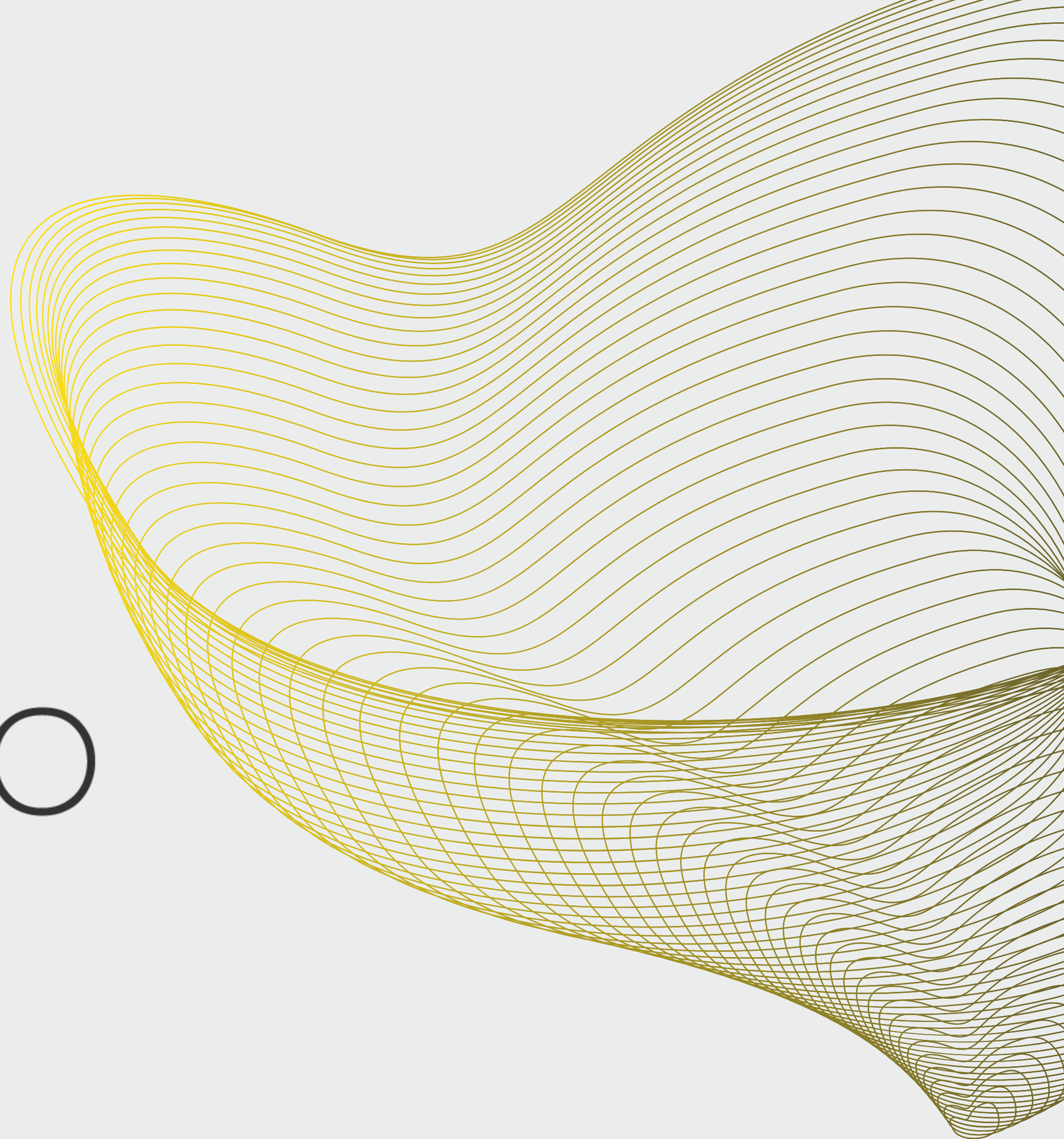




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CASE STUDIES



Salad Station



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Fractional CMO

Challenge

Salad Station's marketing team was being led by Founder and CEO, Scott Henderson. This structure was unsustainable and efforts to identify a Director of Marketing for the brand were fruitless. The brand was also in a reactive marketing position, responding with discounts and promotions vs a strategic marketing plan. Apollo CMO was tapped to act as the Chief Marketing Officer for the brand, leading the marketing team and strategy as well as participating as a member of the executive team.

Objectives & Goals

- Establish a marketing strategy that could be executed by a future Director of Marketing
- Assist the brand in identifying Director of Marketing candidates
- Establish the brand's first brand fund and identify the initial use of those funds
- Manage the existing marketing team consisting of a graphic designer, social media manager and corporate store marketing manager

Results

- Established a new-news promotional strategy, with the launch of a Summer and Fall campaign
- Launched two new media efforts with the brand fund: a B2B catering print piece and a digital media foundation for brand awareness advertising
- Identified three Director of Marketing candidates, with one being hired
- Managed the three person marketing team
- Delivered training tools in the form of an LSM Playbook and Grand Opening training module program



Salad Station

Fractional CMO



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Challenge

Salad Station was getting ready to launch a brand new catering menu. Moving from one offering to more than thirteen. While the research and development had been completed on the items, the packaging and the delivery, there were no marketing plans in place to support the new menu.

Objectives & Goals

- Support the launch of Salad Station’s new catering menu

Results

- Catering launched as the promotional focus of the quarter with in-store POP (point-of-purchase) material taking center stage
- A digital program featuring catering was made available to franchisees
- A first-ever business-to-business print drop was conducted for the brand

Month	April	May	June	July
% change YOY	+15%	+35%	+43%	+13%





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Franchise Sales Marketing Consultant

Challenge

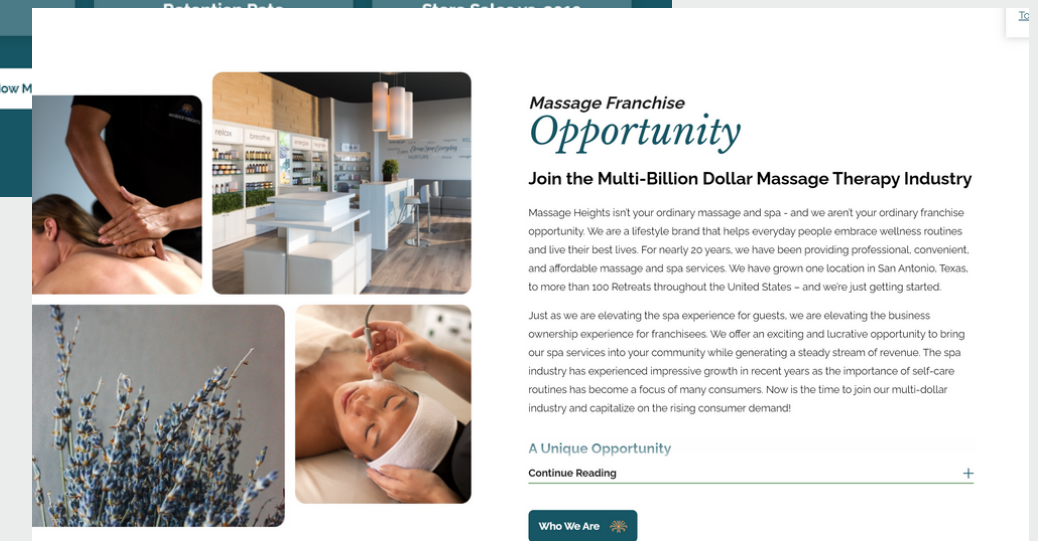
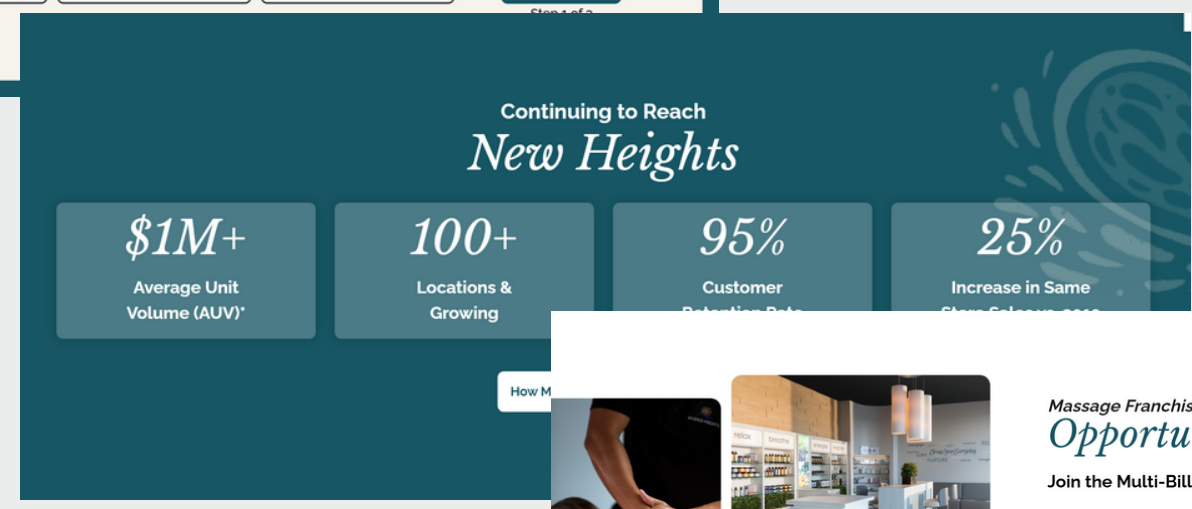
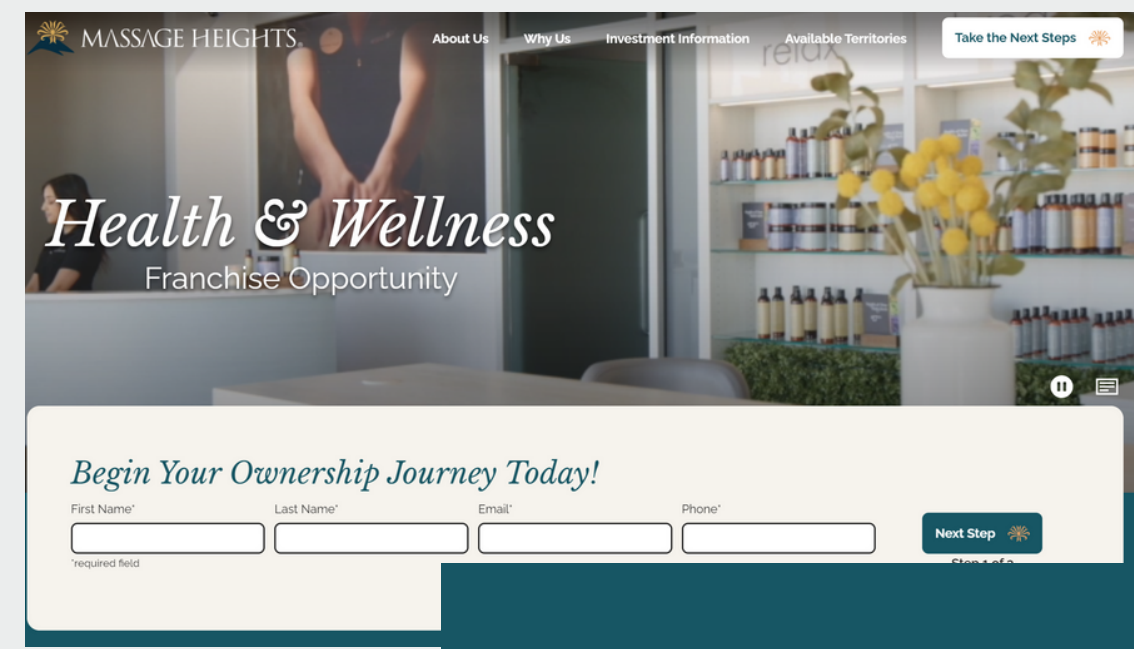
Massage Heights' had an aggressive growth goal for Franchise Sales, but the team wasn't aligned on the brand's core differentiators for franchise prospects. In addition, the franchise development website was in need of a major upgrade.

Objectives & Goals

- Establish a messaging strategy that would align all internal stakeholders on why owning a Massage Heights franchise was a great opportunity
- Assist the redesign of the website with the messaging strategy and copywriting support

Results

- Delivered a messaging strategy that aligned franchise sales marketing to consumer marketing with similar, but targeted messaging
- Assisted in the redesign of the website, partnering with an experienced SEO copywriter to bring the messaging framework to life online
- Launched brand new franchise development website





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THANK YOU

