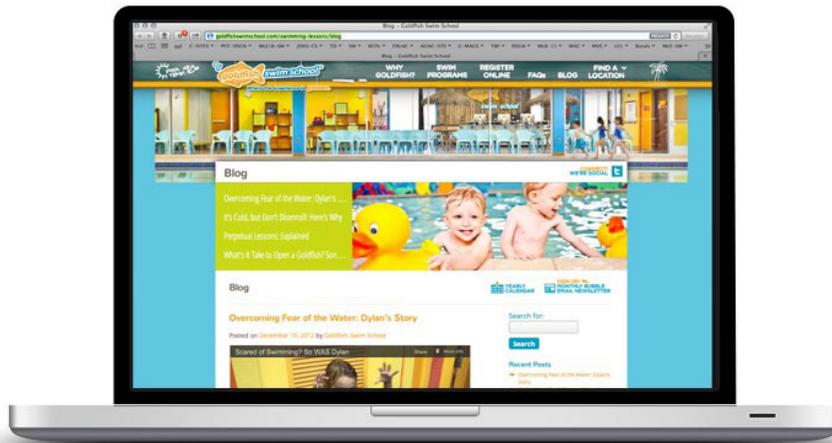


GOLDFISH SWIM SCHOOL

agency re:group inc. | client Goldfish Swim School | industry franchise

re:group has been instrumental in helping us (Goldfish Swim School) implement a strategic plan of action to educate our franchisees in using Social Media to better our communication and brand. We wouldn't have known where to begin with social media, but re:group has made it seamless and easy to understand.

— Andrew McCuiston, Vice President, Goldfish Swim School



WHO IS GOLDFISH?

Goldfish Swim School was created in 2006 by Chris and Jenny McCuiston, who recognized the need for quality swimming lessons nationwide. Goldfish was founded on the principle of teaching kids to be safe and confident in the water. Since 2006, the company has opened six franchises in Michigan with locations in Illinois, Indiana, Ohio and Pennsylvania slated to open in 2013.



A WANT THAT WAS REALLY A NEED

When Goldfish Swim School approached us in the Winter of 2012, they were looking for help with their social media presence. And, similar to many growing franchises, our challenge was to make the most of their limited resources. After all, with three Michigan franchises already in operation and several more in the works, they knew this was an area they couldn't ignore.

Like many of our clients, Goldfish knew they wanted to be on social media, but hadn't stopped to consider how or why. Starting with a blank slate, we helped Goldfish set goals, objectives and performance metrics for their existing network, Facebook, and helped them to determine which other social platforms it made sense for them to use. Using our knowledge of the Goldfish competitors and customer preference, we decided on pursuing a [Facebook page](#), [YouTube page](#) and [blog](#).

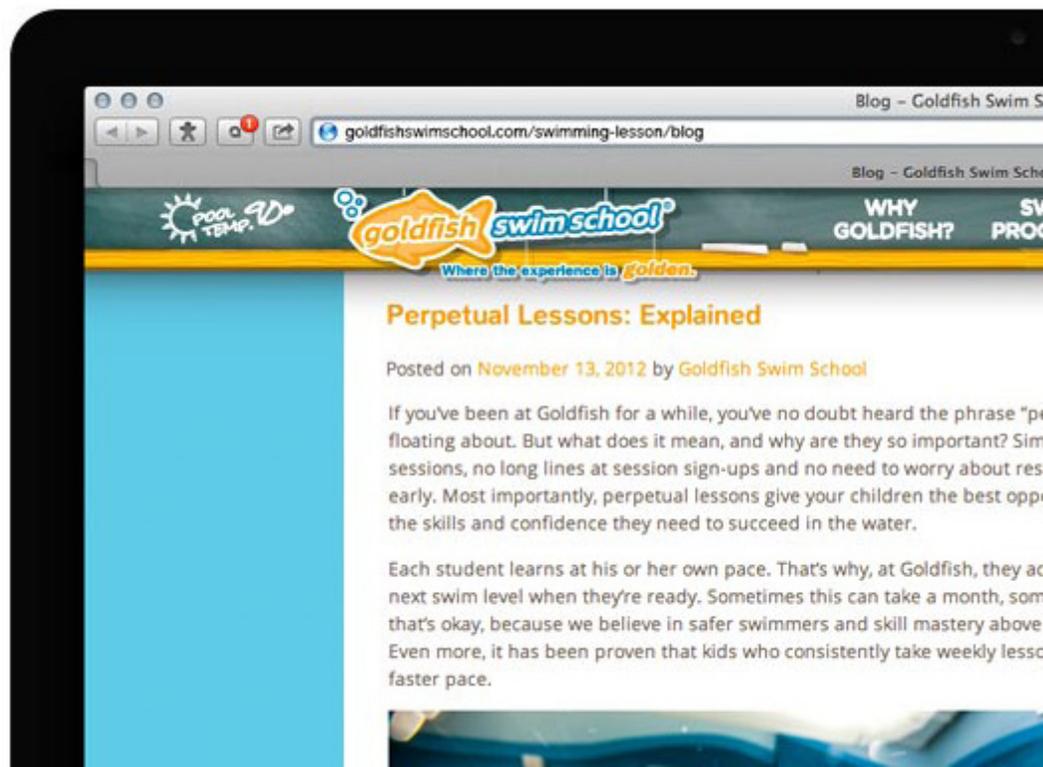
LET'S GET THIS PARTY STARTED...WITH A SOCIAL MEDIA POLICY

Before we could get to the fun stuff like posting cute pictures of kids on Facebook, we had to make sure the company and the internal staff was ready for the big leaps we were about to make online.

After discussing the risk associated with an active social media presence, we helped Goldfish craft a social media policy that helped explain to employees and franchisees what they could do, couldn't do and were encouraged to do both on and off the clock. When this was complete, Goldfish distributed this document to all employees as an addendum to the employee handbook.

STRUCTURING A SOCIAL STRATEGY

Franchises have a unique structure, and it definitely comes into play when discussing the marketing strategy. Marketing can be broken down into two executions: marketing on behalf of the corporate brand or the local franchise. By no means is this differentiation mutually exclusive; it just means that certain corporate brand messaging has the opportunity

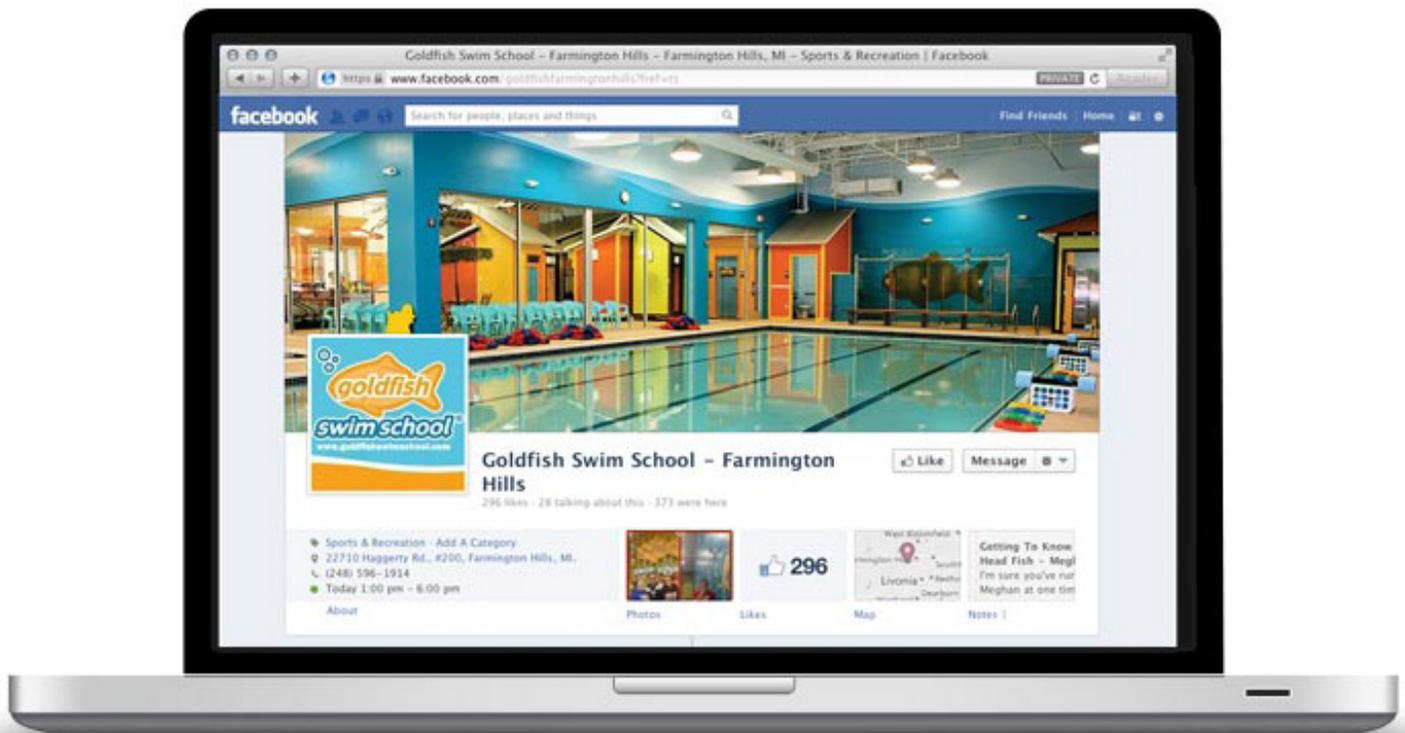


to be localized. Recognizing this difference and the Goldfish owners' appetite for empowering their franchisees on a local level, Goldfish decided on decentralized social media structure with central guidance. In other words, we would create a brand Facebook page, now known as Goldfish Swim School at www.facebook.com/goldfishswimschool, as well as created individual profiles for each of the franchisees.

In order to keep a visual and descriptive consistency amongst the brand, we recommended using similar profile and cover photos, adhering to a similar company description and obtaining a consistent unique Facebook URL format for each franchise. For instance, Goldfish Swim School – Ann Arbor can now be found at www.facebook.com/goldfishannarbor, while Goldfish Swim School—Cleveland East Side can now be found at <http://www.facebook.com/clevelandeastside>.

CONTENT IS KING

Every successful social media strategy comes down to content. We're talking about structured, strategic content that works to support overall business goals. Early on, we established the goals of increasing brand awareness and increasing the number of registrations. To accomplish this, we put together monthly reports on audience engagement on Facebook and social referrals to the Goldfish website, where pre-registrations take place.





To guide content creation, we developed six content categories that would a) assist the content creator, and b) keep content strategic. These were: Students, Staff, Administrative Updates, Experience, Parental Education and Franchising Updates.

Each month, we look at the performance of these categories to make sure that our original direction is still resonating with our audience.

After we determined content categories, each month, and for the first month of each franchisee page, we create a content calendar that maps out all of the updates for the entire month. This includes date, topic, content category, verbatim update, link inclusion and multimedia inclusion. This save a tremendous amount of time with real-time updates, and ensures that all posting is following the approved strategy.

The content calendar applies to all of our social media outputs, including Facebook posts, videos and blog posts.

TEACHING A MAN TO FISH

Since Goldfish places a tremendous amount of trust in their franchisees to operate their own Facebook pages, we are brought in at the beginning of the effort to explain the Goldfish social media strategy, teach the concept of the content calendar and to put together the first month's worth of local content. We do this so that the franchisee is gradually introduced to the process of planning, developing and measuring the success of their social media content.

DRUMROLL, PLEASE

Since re:group began managing Goldfish's Facebook page in March 2012, overall page likes have increased by 45%. Overall Facebook referrals to the Goldfish Swim School website have increased by 210% over the same period in 2011. Goldfish blog page views have reached 4,923 since February 2012, and we have created Facebook pages for, trained and consulted with all of their franchisees.



Founded as a branding and design firm over 30 years ago, we added advertising agency services to meet the diverse needs of our clients. Today, we are an integrated marketing agency that helps companies transform their brands and grow their businesses. We work collaboratively with each other and with our clients to provide strategic clarity, insightful creative and digital and traditional marketing programs that build brand engagement and business value.

Our years of experience working with franchise, health care and financial services companies has made us experts in helping complex organizations achieve success. We help them manage their distribution channels, align and motivate their internal teams and deliver a consistent brand experience at every customer touchpoint.

The growth and financial success of our clients is the ultimate measure of our work, and we let our results speak for themselves.

