



HAUTE

IN TEXAS

Client Case Study

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OUR CLIENTS

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Professional Services

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Non-profit

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Food & Beverage

Real Estate

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WHAT WAS THE GOAL?

NATIONAL FITNESS FRANCHISE

Influencer Marketing + Media Relations

The client came to HIT needing a large-scale push across Texas for influencer marketing surrounding their "Transformation Challenge", in addition to a media campaign with the national brand's founder visiting multiple Texas markets over the course of several days. HIT was tasked with finding a local story angle for a national brand, with an emphasis on the power of influencers to convert followers into customers.

HOW DID WE DO?

RESULTS

Over the course of a 3-month campaign:

- Media coverage across multiple markets totaled \$60,000 in earned media value.
- Influencers drove a proven increase in revenue to the franchise locations, trackable via discount codes and unique links for each ambassador.
- Coverage across all mediums included TV, print, digital media, and all major social media platforms.

WHAT IS THE CLIENT SAYING?

FROM THE DIRECTOR OF MARKETING:

"They have been a pleasure to work with and every project has been a huge success and delivered measurable results for our client. The work delivered by the HIT team reaches far beyond the contracted projects, they have established themselves as a key part of our team and I highly recommend their services for your consideration."