sneeze.it

How multi-location brands turn ad spend into members, bookings and sales

After the click.

The four jobs between a paid click and a paying customer, and how to stop losing people in between.

Guide | For franchisor and corporate marketing teams

01



Get the lead

02



Work the lead

03



Close the join

04



Show the numbers

THE CHALLENGE

The lead is where most marketing stops

Multi-location brands are asked to grow every location at once. More markets, more offers, more channels, and a budget that has to show results location by location, not only in total. Most of that budget is spent on one moment: the click.

What happens after the click decides whether the money worked. A lead fills out a form after dinner and nobody calls until the next afternoon. The join page was built for a desktop, and the lead is on a phone. The front desk books the trial, but the ad platform never hears about it, so it keeps buying more of the wrong people. Each location does it a little differently, and nobody at corporate can see where the customers are lost.

Across one national fitness franchise we work with, 38% of online joins in 2026 happened after 6 PM, when the front desk was closing or already closed. Those are the hours when a slow follow-up or a clumsy join page costs the most.

Nobody owns the work after the click. The agency owns the ads. The location owns the front desk. The software vendor owns the join page. Each one reports on its own piece, and the customer falls between them.

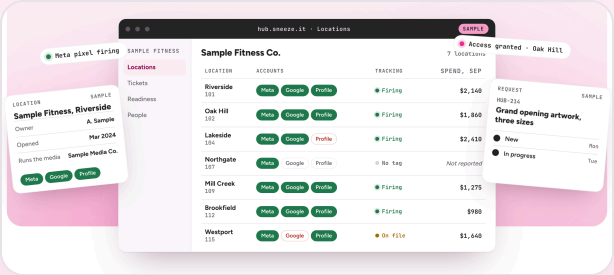
OUR ANSWER

Most agencies stop at the lead. We stop at the customer.

Sneeze It does all of it for you. We buy the ads, build the creative for each location, call every lead, and write the join, booking or purchase straight into your system.

One, the platform we built, watches every location at once, so the details nobody owns get caught: the location whose leads go uncalled, the ad that brings clicks and no joins, the join page that loses people on the last step.

> **The measure is the join, the booking or the purchase. Clicks and leads are only steps on the way there.**



SNEEZE IT HUB, SAMPLE DATA

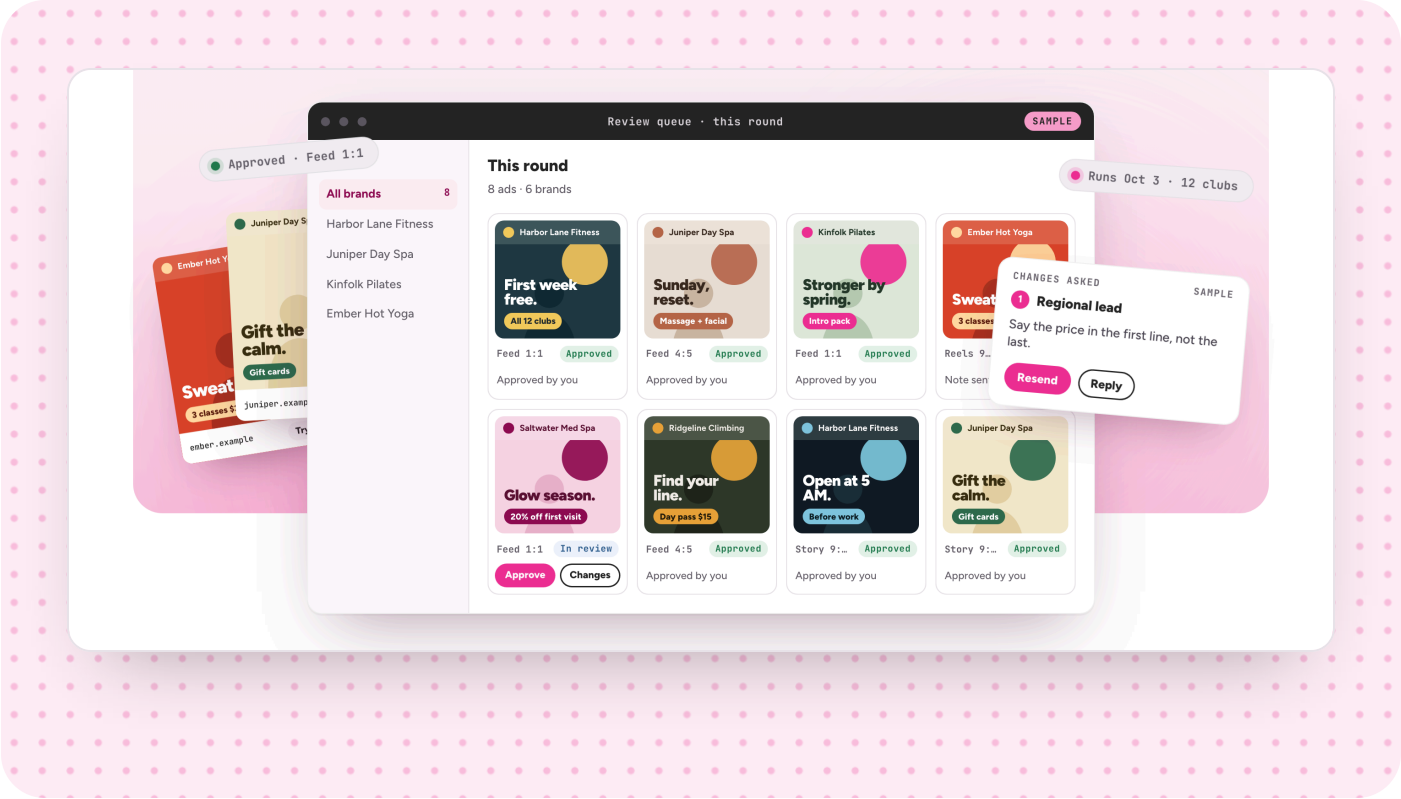
HOW IT WORKS

One watches every location at once

One is the platform behind our work. Your team never has to run it. It is how our team sees every location, ad, lead and join in one place, and how we catch a problem before it shows up in your monthly numbers.

- **Grades every ad** on the leads it brings in, so budget moves to the winners
- **Builds creative for each location** instead of one ad for the whole brand
- **Checks spend against plan** for each location, so nothing overspends or goes dark
- **Calls every new lead** inside 5 minutes, outbound, twice a day for 7 days
- **Writes joins and bookings** straight into your membership or booking system
- **Follows up with people who start and stop**, based on what they did
- **Sends outcomes back to Meta and Google**: booked, showed and joined, so the platforms find more people like your customers
- **Reports by location** in one record your franchisees and leadership can both trust

Because all of it runs on one connected record of each location, the people buying your ads can see who joined. That is how we stop at the customer.



01

Get the lead.

The job: put the right ad in front of the right people for every location, at a cost per lead that holds up.

The problem

Most brands run one set of ads for every location and judge them by clicks. A location near a college and a location in the suburbs get the same creative. Budgets drift between markets. Winning ads are found by accident, and nobody can say which creative brought in people who went on to join.

How Sneeze It does it



SNEEZE IT STUDIO

Creative made for each location

We build ads for each location's market, offer and people, then test them against each other.



SNEEZE IT STRATEGY

Every ad graded on real leads

Each ad is judged by the leads it brings in. Of 18,920 Meta ads we graded this way, 6.2% became winners. Finding them early is where the budget goes furthest.



SNEEZE IT AUDIENCE

Know the market before you spend

Territory and competitor maps show where each location's customers live and who else is buying their attention.



ONE

Budgets checked by location

Spend is checked against plan for every location, so a market doesn't overspend in week one or go dark in week four.

What changes for your team

- Each location gets ads made for its own market
- Budget follows the ads that bring in customers
- You can see cost per lead by location, not only as a brand average

AN 8-CLUB GYM BRAND

30% lower cost per lead

from creative built for each location instead of one ad for every club.

Sneeze It client result. Client name withheld.

02

Work the lead.

The job: reach every lead while they still care, and turn them into a booked appointment.

The problem

A lead is worth the most in the first few minutes, and then it cools. Front desks are busy with the people standing in front of them. Calls get made when someone has time. A lead who misses the first call often never hears from you again. Corporate rarely knows how fast each location follows up, or whether it does at all.

How Sneeze It does it

SNEEZE IT CALL CENTER

Every lead called inside 5 minutes

Outbound. Live humans trained on your brand voice call every new lead inside 5 minutes of the form fill.

SNEEZE IT CALL CENTER

Twice a day for 7 days

If they don't pick up, we keep calling, twice a day for 7 days, from 8 AM to 8 PM Eastern.

SNEEZE IT COACH

Measured on booked and showed

We count booked appointments and shows for each location, and you see the same numbers we do.

CONNECT

Every lead lands in the right place

Leads flow into GoHighLevel and jobs into Jobber, tagged to the right location and owner, without anyone copying them over.

What changes for your team

- No lead waits for the front desk to have a free minute
- Every location follows up the same way, at the same speed
- You see booked and showed by location, not just leads

OUR CALLING STANDARD, EVERY LEAD

5 minutes to the first call

Then twice a day for 7 days, 8 AM to 8 PM Eastern. Live callers trained on your brand voice, working toward a booked appointment.

How the Sneeze It Call Center works for every client.

03

Close the join.

The job: make it easy to join, book or buy, at any hour, on any phone.

The problem

This is where most budgets leak. A lead clicks, lands on a general page, and has to find the location, the plan and the price on their own. Join pages that weren't built for phones lose people partway through. Joins made online don't always reach the membership system cleanly. People who start and stop get no follow-up at all.

How Sneeze It does it



IJOIN

Join flows written into your system

Unlimited join flows for each location, with that club's plans and prices, written straight into your membership system.



IJOIN

Follow the person, not the click

Each visitor's path is tracked, so follow-ups fire when someone acts, such as starting a join and stopping, rather than on a timer.



SNEEZE IT FLOW

Booking and lead flows

Pages and multi-step forms for trials, consults and bookings, with results reported by person instead of by click.



SAVE THE MEMBERSHIP

A reason to stay

A cancel flow that gives members a reason to stay before they leave.

What changes for your team

- People can join at 10 PM without waiting for the desk to open
- Every online join reaches the membership system
- People who start and stop hear from you while they still care

FIVE CLUBS, A NATIONAL FITNESS FRANCHISE

40% → 59%

Share of new members who joined online at the same five clubs, before iJoin and after it went live.

Joins by channel, Jan 2020 to Jul 2023 vs Aug 2023 to Oct 2026. Client name withheld.

04

Show the numbers.

The job: see what each location gets for its money while there is still time to act.

The problem

Reports arrive late and stop at the lead. The ad platforms report clicks, the call center reports calls, the membership system reports joins, and nobody connects them. The ad platforms never learn which leads became customers, so they keep chasing form fills. By the time a location's problem shows up in a monthly deck, the month is over.

How Sneeze It does it



SNEEZE IT HUB

Every location, one record

Each location's ads, leads, calls and joins in one place. Every fact can be edited, and every change is recorded.



SNEEZE IT SIGNAL

Outcomes sent back to the ad platforms

Booked, showed and joined go back to Meta and Google, so the platforms learn who becomes a customer and find more people like them.



SNEEZE IT COACH

A weekly read on every location

What's working, what's slipping and what to do next, location by location.



SNEEZE IT HUB

Reports anyone can open

Live reports by location with share links and custom dates, so franchisees and leadership look at the same numbers.

What changes for your team

- You see results by location while the month can still be saved
- The ad platforms optimize for customers, not form fills
- Corporate and franchisees argue less about whose numbers are right

A NATIONAL FITNESS FRANCHISE

6 years as their growth partner

Nearly six years, including through a private equity acquisition.

Sneeze It client relationship. Client name withheld.

ONE PARTNER, AD TO CUSTOMER

A connected system for multi-location growth

When the ads, the calls, the join and the reporting sit with four different vendors, each one can only fix its own piece. When they sit in one system, the team buying your ads knows which locations convert, the callers know which offers work, and the ad platforms learn who your customers are.

Each job makes the next one better, and the results come back around to make the first one better again.

01	02	03	04
Get the lead	**Work the lead**	**Close the join**	**Show the numbers**
Ads made and graded for each location	Called inside 5 minutes, twice a day for 7 days	Joins and bookings written into your system	Results by location, sent back to the ad platforms

How we work

- Start in as little as two weeks
- Priced by scope of work. No packages. Your plan.
- A 90-day start, then month to month with 30 days' notice

Try it before we talk

- **benchmark.sneeze.it**: what winning ads have in common
- **audience.sneeze.it**: a territory guide for franchisors
- **agentready.sneeze.it**: can AI agents use your site?

Bring last month's results. We'll show you the customers you missed.

A walkthrough of your locations, from the click to the join.

Book a walkthrough | www.sneeze.it