



You Move Me drives quality leads and brand engagement for franchise opportunities using Sponsored Content and InMails from LinkedIn

Moving company fuels U.S. expansion by targeting content to entrepreneurs and sales and real estate professionals

You Move Me is a moving company that makes it easy for its customers to relocate, providing everything from moving boxes to packing specialists and movers. The Vancouver-based company was launched in April 2013 by Brian Scudamore, founder and CEO of 1-800-GOT-JUNK?, after experiencing a challenging move with his family. You Move Me currently has 34 franchises in Canada and the United States.

Reaching the right audience

Since its launch, You Move Me has used social media to build its brand among consumers and to highlight the company's business growth. As it planned to expand its network of franchise locations in the United States, the company looked toward social media to promote You Move Me to potential franchise owners, moving beyond the franchise publications and online news portals where it typically advertised.

Challenge

- Gain qualified leads for franchise opportunities
- Target campaigns to professionals in key industries and experience levels

Solution

- Chose LinkedIn Sponsored Content and InMails to highlight connection to 1-800-GOT-JUNK? brand along with personal messages from CEO

Results

- **3X** average LinkedIn engagement rate for Sponsored Content
- **150%** increase in traffic to You Move Me franchise webpage
- **2X** conversion for leads from LinkedIn

“While we got some interest from the franchise news sources, we didn’t find as many qualified leads—they were tire kickers,” says Brian Scudamore, CEO of You Move Me. “We had no way to target our messages and talk to the people most likely to want to buy a You Move Me franchise.”

This kind of person, Scudamore says, was most likely working in transportation, sales, real estate, or other entrepreneurial industries, and had been in their career for 10 to 15 years. “They might be looking for a change from corporate life, or for the chance to own their own business,” Scudamore explains. You Move Me had to bring the opportunity to the place where these targets were doing business and researching new opportunities—which led the company’s marketing team to LinkedIn.

“With LinkedIn, we pinpointed who we wanted to reach, in a place where people are doing business all day,” Scudamore says. “We could also leverage the 1-800-GOT-JUNK? brand, which would give people confidence in the opportunity and make them want to learn more.”

Targeting messages by industry, location, and experience

To reach potential franchise owners, You Move Me chose Sponsored Content, which allows relevant offers and updates to appear alongside organic content in members’ LinkedIn feeds. “We placed our messages about You Move Me directly in front of the people most likely to respond to the opportunity,” Scudamore says. Content was aimed at LinkedIn members with 10-15 years of experience in key industries, and located in geographic areas where You Move Me wanted to establish franchises.

The Sponsored Content touted the new business opportunity as well as the connection to the 1-800-GOT-JUNK? brand—and also focused on a personal pitch from Scudamore. “We like to talk about how our franchise owners help build the business—we’re not just trying to sell them something,” Scudamore explains.

You Move Me Interested in getting in on the ground floor of America’s next big franchise opportunity? Brian Scudamore, Founder & CEO of 1-800-GOT-JUNK? is looking for passionate & motivated individuals to help him build his next venture in the moving industry. Learn more about You Move Me here - <http://lnkd.in/bRKsvaN> less



You Move Me Franchising Opportunities
youmoveme.com · You Move Me is revolutionizing the moving business! Early franchise partners will shape this new moving company. Learn more about our franchise opportunities.

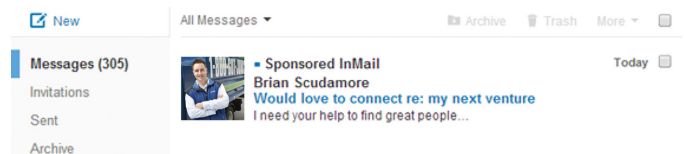
LinkedIn Sponsored Content helped You Move Me raise awareness of its brand among entrepreneurial business managers in the United States.

“LinkedIn Sponsored Content and InMails have brought more potential franchise owners to our website than any other marketing campaign we’ve done. What’s more, we’re receiving qualified leads that are far more likely to turn into You Move Me franchise owners.”



Brian Scudamore
Founder and CEO
1-800-GOT-JUNK? and You Move Me

A similar personal tone was used for LinkedIn InMails sent to those in senior roles in the real estate industry and in sales. The InMail came from Scudamore with a subject line reading, “Would love to connect re: my next venture.” When members clicked through on Sponsored Content and InMails, they were taken to You Move Me’s franchise development web page.



You Move Me used LinkedIn InMails to speak one-on-one with real estate and sales professionals about franchise opportunities.

Quality leads with higher conversion

With LinkedIn’s targeting capabilities and creative tools for reaching out to the right professionals at the right time, You Move Me attracted a new audience of possible franchise owners. Sponsored Content saw engagement rates three times higher than average LinkedIn benchmarks, while InMails showed a clickthrough rate two times the average rates—and open rates five times the average.

The high rates of engagement translated into quality leads for You Move Me: Leads from LinkedIn converted at twice the rate of other leads, while traffic to the You Move Me franchise development webpage increased 150 percent. Says Scudamore, “LinkedIn Sponsored Content and InMails have brought more potential franchise owners to our website than any other marketing campaign we’ve done.”

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