

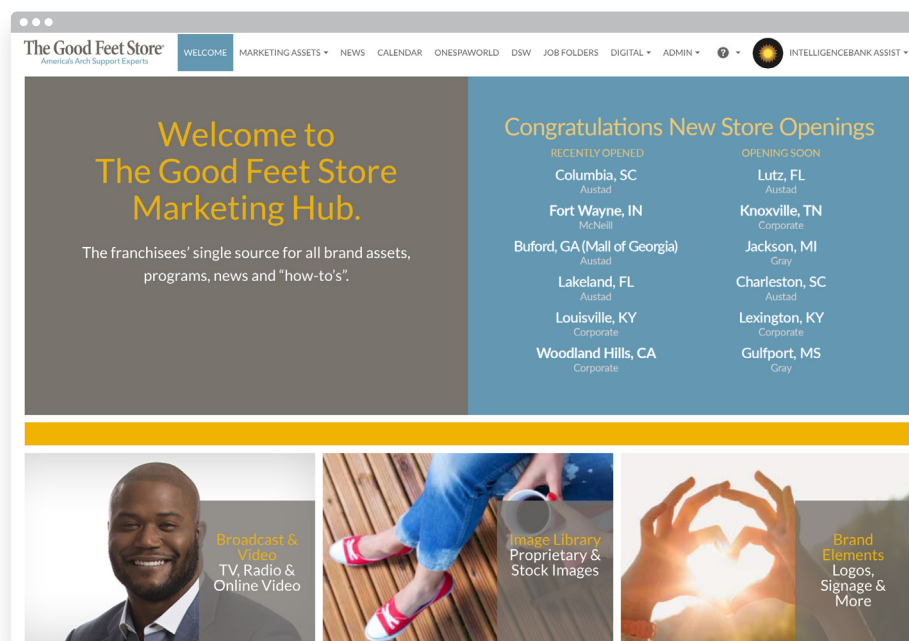
The Good Feet Store Case Study

How IntelligenceBank helps Good Feet stay a step ahead with franchise marketing processes



Overview

Good Feet Worldwide (goodfeet.com) is a privately owned global franchisor of The Good Feet Store. Based in Carlsbad CA, they are an established and fast-growing industry leader in resolving foot and back pain for their loyal customers with patented shoes, personally fitted arch supports and diagnostic services. With over 110 retail locations in 35 states and overseas, Good Feet has been improving the quality of people's lives for over 20 years.



With locations spread out across the United States, Europe, the Middle East and Australia, Good Feet needed a:



Single place to showcase marketing efforts – video, radio and print – for their franchisees to view.



Secure portal where franchisees can download creative assets for print and radio production.



Platform to share news, engage in conversation and share calendars of events.



Way to approve franchisee – created marketing.

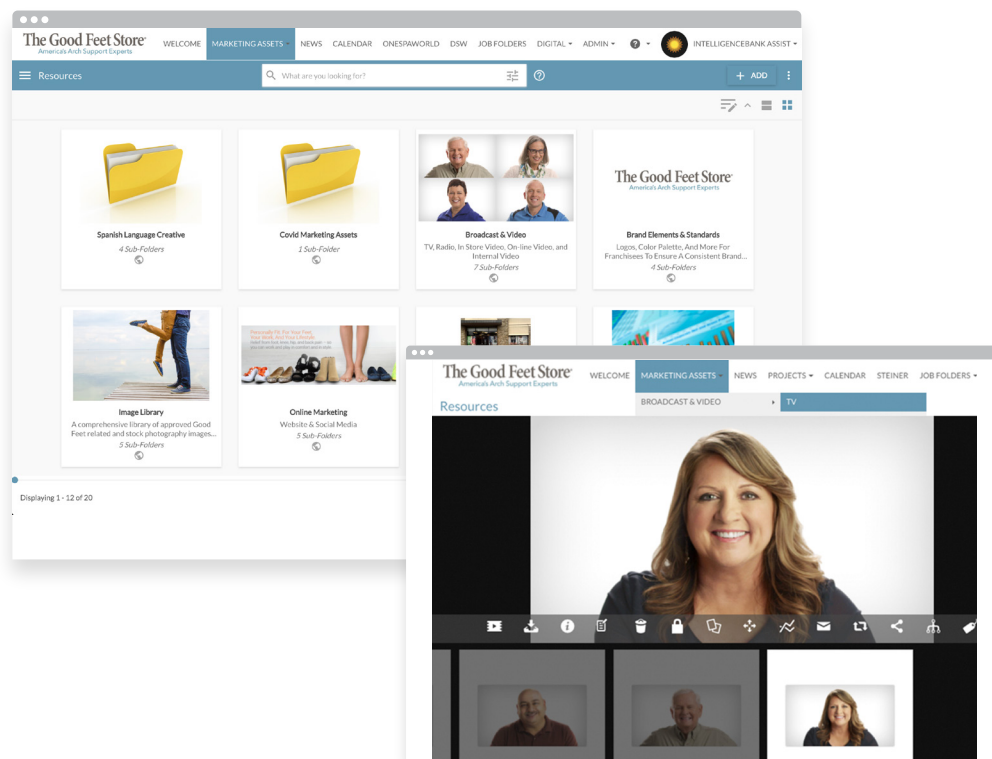
Why IntelligenceBank DAM?

After extensive research, Good Feet found that IntelligenceBank provides the ease of use and interface customization that fits their needs. Although they use only a portion of the platform's power, Good Feet can see that this interface was built for businesses like them and there is room to adopt the platform's different tools and features.

There are many great features that make working in IntelligenceBank crucial to Good Feet's workflow – groups, permissions and folder structure among them.

Drag and drop uploads coupled with customizable folder content make this so much easier to populate and manage.

The ability to upload and play video really hits the sweet spot for Good Feet as it gives them a repository for posting new creative for review. Finally, the email feature that allows Good Feet to share assets or folders in app has become their favorite tool.



Tips for other franchise organizations?

There are so many approaches to digital asset management and Good Feet wanted more than just an online repository of creative files. Having processes around marketing content with workflow was crucial for Good Feet and they found that IntelligenceBank gave multiple ways to make it work.

Customer support is also critical and IntelligenceBank's service has been excellent – not only with instructions on how to use features but in problem solving issues that have come up. Good Feet found that while many vendors simply sell software, IntelligenceBank focuses not only on the quality of implementation but also on ensuring clients get the most out of the platform.

“When you choose a platform, make sure it can grow with your needs, and it can mirror the way you work. That is, make sure the technology can map to your processes, not the other way around. There are many DAMs available, few that offer the level of quality we expected, and only one that meets our demanding needs: IntelligenceBank.”

Blaise Nauyokas, Creative Director, Good Feet



What's Next?

Good Feet are working towards having a single place to accomplish multiple tasks – all within IntelligenceBank. Soon Good Feet will integrate their IntelligenceBank DAM platform with other business functions including their backend ordering system and monthly reporting software. Good Feet are also looking at using IntelligenceBank's creative project management features to streamline creative briefs and assigning production tasks.

Good Feet's key takeaways



Using your DAM platform to minimize emails and calls is critical for streamlining operations.



To engage franchisees, keep the user experience dynamic, fresh and easy to navigate.
Ease of use is key to a successful roll-out.



Choose a platform that can grow with you, and think about business processes, not just creative content storage.



Marketing compliance, especially when working with franchisees and outside vendors it is critical for franchisors to ensure consistency and quality of communications.



Work with a vendor who gets your business, to ensure the technology makes your existing processes better and faster – without reinventing the wheel.

About IntelligenceBank

At IntelligenceBank, our mission is to provide an effective and tailored solution for businesses. That's why we work closely with our clients like The Good Feet Store and listen to their unique challenges carefully to successfully address them with a bespoke solution.

Using our Digital Asset Management and Online Brand Portal, The Good Feet Store is able to utilize content easily to achieve success in a very competitive space.

We all know that the strength of a brand comes from its quality and consistency. If you would like to know how you can sustain a consistent brand experience for your customers to uphold the integrity and relatability of the brand - worldwide - our friendly experts are just an email or phone call away.

ask@intelligencebank.com

APAC +61 3 8618 7800

United States / Canada (855) 241-0150

