MRS.SPORTY

GREYD.

Mrs.Sporty is a women's fitness franchise with over 250 local clubs, offering personalized training programs focused on health, strength, and lifestyle support in a community-based environment.

Mrs.Sporty Uses Greyd to Double Lead Generation and Transform Franchise Marketing

The Challenge:

Mrs.Sporty struggled to keep its **250 franchise websites** updated and aligned with corporate design standards. Local franchise operators lacked the technical expertise and resources to maintain their sites and couldn't update schedules or basic information like notice of class changes, local events, and new gym features quickly enough.

Mrs.Sporty's previous **Typo3 setup was expensive and inflexible**. It created **SEO issues** and required extensive and **expensive agency support**, even for small design or functionality changes.

The Solution:

With their agency Forte Digital and Greyd.Suite, Mrs.Sporty implemented a **multisite infrastructure** purpose-built to address the needs of a decentralized franchise system.

Mrs.Sporty began their transition by first defining a **master website at the corporate level.** The company then deployed a comprehensive design system, templates, content architecture, and user roles to more than 250 local franchise sites.

Greyd's dynamic architecture capability enabled Mrs.Sporty's head office to implement **different levels of content synchronization** with the master site. They were able to synchronize sections, structures and layouts to be populated with the appropriate level of local content. The local clubs could even choose from an array of optional assets, all while adhering to all corporate guidelines. This **ensured brand consistency while giving each club the flexibility** to manage localized content – such as opening hours, trainers, or news –through an easy-to-use interface that required no technical knowledge or coding experience.

In addition, the Greyd.Hub gave Mrs. Sporty's head office the abilty to **centrally manage deployments, updates, and monitoring** across all sites, while the Global Content feature enabled company-wide content synchronization without creating SEO issues caused by duplicate content

The new system not only **streamlined workflows and boosted SEO performance**. It more than doubled lead generation across the franchise network, **turning local club websites into more effective acquisition channels**.

The Results:

- **Doubled lead generation** across all franchise websites
- **Maintained consistent corporate identity** across 250+ local sites
- **Streamlined editorial workflows** between HQ and local clubs
- **Increased deployment speed** for promotion and updates across the network of franchise sites
- **Improved SEO visibility** for local clubs by 11% due to optimized, non-duplicate content structure
- **Simplified local content management** for franchisees without technical knowledge
- **Ensured scalable, future-proof infrastructure** providing flexibility and brand control

"Thanks to Greyd, we were able to provide Mrs.Sporty with a website system that helps them to perfectly balance global control and local club automony. The centralized setup made our marketing faster and easier than ever - and it has opened up entirely new opportunities since we're finally able to publish campaigns on all club websites simultanously."

Nils Hocke,
Director Forte Improve Germany