

Customer:



Fit+ is one of the largest fitness franchise systems in the DACH region, operating over 300 fully digitalized, employee-free studios across 10 countries - with rapid growth toward 400+ locations.

**GREYD.**

## How Fit+ Scales Franchise Websites With Greyd

### The Challenge:

As Fit+ continued expanding, its digital infrastructure could no longer keep up. The franchise network had grown historically into a large WordPress multisite containing **260 subsites**. With a their **marketing agency team and one freelance web developer**, Fit+ faced several key challenges:

- A complete website relaunch was required, but resources were limited.
- **Legacy systems** slowed even basic operations – a single database-wide search-and-replace took 30 minutes.
- The plugin used for partial content synchronization was no longer sufficient for the scale and complexity of the system.
- Maintaining **design consistency and content accuracy** across hundreds of franchise sites was nearly impossible.

### The Solution:

Fit+'s marketing agency and freelance designer **rebuilt their entire franchise ecosystem on Greyd.Suite** – creating an architecture specifically designed for large-scale, multi-brand synchronization.

#### A Smart Multi-Master Setup

Fit+ now operates multiple multisite installations built around **two coordinated master sites**: One acts as the central creation environment. It holds all post types, navigation structures, and global pages and is used to create new content structures. It is synchronized to the second master, a universal blueprint template for all franchise sites.

#### A Fully Dynamic System Controlled by Simple Inputs

At the heart of the new setup is a single, intuitive Franchise Data post that functions as the **control center for each location**. Instead of editing pages manually, franchise-specific settings are managed through simple input fields, dropdowns, and radio buttons – making updates quick, safe, and completely non-technical.

#### Automated Display of Campaigns, Pricing & Features

Using Greyd's Conditional Content and Dynamic Template capabilities, the system **automatically displays the correct campaigns**, pricing variations, features and other location-specific elements based solely on the selections in the Franchise Data post.

### Central Updates at Franchise Scale

Greyd enables Fit+ to manage website updates centrally instead of repeating the same work hundreds of times. **Design changes, campaigns, and structural updates can be rolled out efficiently** across the platform, while still allowing each location to **maintain individualized content**. This reduces manual effort, saves significant resources, and makes managing 300+ sites much more efficient.

### The Results:

- **Instant rollout of campaigns and updates** across hundreds of sites
- **Huge reduction in manual workload** thanks to automated synchronization and global content structures
- **Consistent brand identity** across 300+ locations
- **Scalable, future-proof infrastructure** prepared for rapid international growth
- **Faster time-to-market** for new studios

### Voices from the Team:



*"Greyd allowed us to create a synchronized setup across different installations, giving us the consistency we needed without sacrificing performance or maintainability."*

Torsten Landsiedel,  
Freelance Web Developer

*"Despite the now centralized control, our studios still benefit from individual websites for SEO and local marketing — with Greyd supporting us very well throughout the process and helping us implementing this setup."*

Jens Fischer,  
CEO Workout Verlag



*"We are seeing a dramatic increase in efficiency. Being able to update design and content centrally across 300+ sites saves us substantial time, effort, and money."*

Björn Krämer,  
CEO & Founder Fit+