

## FFM NAMED DIGITAL MARKETING AGENCY OF RECORD FOR PVOOLVE'S GROWING STUDIO AND FRANCHISE NETWORK



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SANTA ANA, California - Franchise Focused Marketing (FFM) announced today that they have been hired by Pvolve, the omni-channel fitness company with an innovative, science-led method that pairs functional movement with proprietary equipment. FFM will be the agency of record for digital marketing for their studio and franchise network, working side-by-side with the Corporate Team and Franchise Owners to create campaigns that connect studios with local target audiences and drive guests to studio locations.

Andre Adair, President of Franchise Focused Marketing, said, "We are thrilled to partner with Pvolve as they expand their franchise network across the US and beyond. Pvolve has been experiencing rapid growth, recently announcing more than 35 new locations in the pipeline. Our expertise in digital advertising for boutique fitness brands will help them further grow and reach new customers."

This partnership will center on driving consumers into studio locations to experience the Pvolve Method first-hand. By emphasizing the Pvolve Method differentiators and unique benefits, including its low-impact approach, innovative equipment, and sustainable results, the campaigns will target people looking for a new way of working out that promises to, "break a sweat, but not your body."



### ABOUT FRANCHISE FOCUSED MARKETING:

Founded in 2016, Franchise Focused Marketing is a full-service marketing agency with a proven track record amongst boutique fitness brands. The company's services include everything from digital marketing to branding and web development. They've been recognized by Meta and Google for their expertise in managing over \$50 million in ad spend for over 4,000 locations in 10 countries on 4 continents.

### ABOUT PVOOLVE:

Pvolve LLC, or Personal Evolution, is an innovative fitness company that pairs functional movement with resistance-based equipment to sculpt, tone, strengthen, and restore the body while enhancing mobility and stability. After being introduced to functional fitness in 2017, founder Rachel Katzman was determined to help others experience an approach that respects the body's holistic needs while making you look and feel great. Pvolve's method is supported by a Clinical Advisory Board of highly credentialed doctors, trainers, and experts to offer safe and effective workouts that help you break a sweat, not your body. In June 2023, world-renowned actress, producer, and director, Jennifer Aniston, officially partnered with Pvolve after falling in love with the method as a member in 2021. Through its hybrid fitness model, Pvolve can be experienced via a streaming membership that offers live and on-demand classes on Pvolve.com and on the Pvolve App, and via physical studio locations. For more information, please visit <https://www.pvolve.com/>, <https://pvolvefranchise.com/> and [@pvolve](https://www.instagram.com/pvolve) on Instagram.

SOURCE Franchise Focused Marketing

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