



CASE STUDY

**POSTECH**

MAINE, MASSACHUSETTS, BRITISH COLUMBIA AND ALBERTA

**ginger.** THE  
DIGITAL  
AGENCY

Ginger worked with Postech to develop a digital strategy to sell franchises to new dealers in the states of Maine, Massachusetts, and the Provinces of British Columbia and Alberta.

We worked closely with Postech Master Dealers across Canada to develop a strategy that was successfully deployed in securing franchisees in these markets.

Our targeted lead generation was highly optimized and we were able to close deals with 10% of acquired leads. This surpassed the identified success metric of 2% of closed leads.

