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/ Education / How Grit, Grassroots Marketing		Q	
How Grit, Grassroots Marketing, of the control of t	and Empowering Others Made Kike KI KA STRETCH STUDIOS		
Custo Ser Overview BUSINESS NAME Kika Stretch Studios INDUSTRY Integrative Health Physical Therapy LOCATION New Jersey FOUNDED 2011 NUMBER OF LOCATIONS 14			
former professional dancer with an entrepreneu to stretching with the world. In a matter of 10 ye "When I first shared my idea to start a business, by people's doubts—so I started one anyway," so	of America's youngest and most promising franc	oortunity to share her unique approach ation franchise. es fail.' But I've always been challenged	
Stretching into a new space Wise is no stranger to effective stretching method Stretch Studios location with \$500.	ods—but business marketing? That was all-new te	rritory when she opened the first Kika	
want to be—except yourself. " "I read a fabulous book about guerilla marketing didn't have a large marketing budget. But as the So, for her first campaign, Wise ordered a Gumb the ensemble. From there, Wise's grassroots effor "Later on, we did a campaign with runners. We sincreased their marathon speed after stretching of the stretching and selections are stretching as the selection of the sel	stretched them once per week and jotted down the with us." I money is hard—but it's far from impossible. "If I d	ading a lot of money," she explains. "I ate people in a fun, appealing way." ent to pass out flyers while stretching in neir progress. And, sure enough, they can do it with \$500, you can do it too,"	
Meeting challenges with flexibility As people tuned into the benefits of assisted strepandemic hit and closed every franchise location. Wise's word of advice to franchisors in tough situreally scary at first," she says. "A lot of our franchisogether. It was tough, but we got through it as a	uations: lead from a place of honesty and always nisees are also new business owners. But we talked a team."	Jersey to six additional states. Then the maintain open communication. "It was d every week, and it brought us closer	
One-by-one, studios began to reopen. Instead of focusing on the challenges of reopening, Wise and her team focused on the experience. The key is to make the experience better—even during a pandemic. "We want people to feel safe and comfortable. We recently launched a line of essential oils. Since we reopened, everyone wears masks—so we offer our clients pieces of cotton with their favorite essential oil to place in their masks while stretching," explains Wise. Focusing on the experience worked wonders. Kika Stretch Studios reached the same numbers they hit in 2019—before the pandemic made its unwelcome debut. Several franchisees even saw their best numbers yet during that time. A new location in California even opened for private outdoor sessions amid the pandemic (and will open more permanently in the spring). "Now we can honestly say we're pandemic-proof. Our one-on-one package model held strong and prevented us from canceling a ton of memberships," says Wise.			
The value of partnership Looking ahead, Wise and her team plan to add 30 new franchise locations in 2021. With data from Mindbody, the team has identified powerful opportunities for strategic growth. "Being that I didn't have a business background, I wasn't keen on generating my own reports," explains Wise. "I've been using Mindbody since 2012 and learned a lot from the reporting. It helped me scale my business based on data." "I've always seen Mindbody as a partner. It's like an invisible group of people I can always call for help along my journey." As an early adopter of Mindbody, new features played a pivotal role in growing the Kika Stretch Studios franchise.			
"I've always seen Mindbody as a partner. It's like an invisible group of people I can always call for help along my journey," says Wise. "It's also a partner we introduce to all our franchisees because there's so much value in Mindbody." Through her partnership with Mindbody, Wise not only launched and grew a successful franchise. She also fostered trust and community with her clients through flawless security and the Kika Stretch Studios branded app. Business is personal Wise is a living example that a little grit and a strong drive go a long way. She works hard to create a better world for her two children and other black women and girls who dream of starting a business. "Your business has to be a part of you. We're all born unique. We all have something no one else does," says Wise. "The goal is to tap into that and infuse it into your brand. If you do that, you'll never really have competition because your business is an extension of you."			
"We're all born unique. We all have something no one else does. The goal is to tap into that and infuse it into your brand." In closing, Wise suggests that it's the obstacles that shape people. And it's those personal stories that make a brand relatable, personal, and magnetic. "Telling my story—the victories and the traumas—lets other people know they can do it too," she concludes.			
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