twosparks DIGITAL

Scale marketing without scaling headcount.

Two Sparks Digital is the embedded, fractional marketing team for franchise and multi-location brands - strategy and ROI-focused execution.

Meet the Founders



Kelly Parker
Co-founder

Kelly helps executive teams turn marketing into a scalable growth engine - building operating models that lift member aquisition, retention and lifecycle marketing across every location. She employs strategies that accelerate paid media channels and concruent marketing channels.



Megan Simpson
Co-founder

Megan turns strategy into execution, designing marketing system that run consistently across hundreds of locations - from campaign deployment and automation to reporting and cross-functional coordination without sacrificing unique location differences.

What We Do

- Fractional CMO Leadership
- Marketing Strategy
- Campaign Management & Execution
- Strategic Analysis and Reporting
- Presale Management
- Growth Marketing

Speaking Topics

- Matherizing your marketing: which numbers matter the most to find your opportunities.
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- CRM strategies that increase your customer lifetime value.
- Local marketing at scale: building systems that work.
- The executive playbook for multi-location marketing

Experience: Crunch Fitness, 24 Hour Fitness
UFC GYM, The Little Gym

Sample Podcast Questions

- What makes marketing different for multi-location brands?
- Why do franchise marketing systems fail as orgranizations grow?
- What can franchisee owners do to grow their business within the franchise systems?
- How can a fractional marketing team help a growing organization?
- How can team accomplish more and achieve better ROI without increasing headcount?
- What metrics should executive teams actually pay attention to?

Now booking podcast interviews, keynotes, webinars, executive roundtables, and conference panels.

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