



SocialMadeSimple®



Insurance Case Study

We help businesses thrive through
powered tech, custom brand
content, and hyper-local advertising

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ABOUT SOCIALMADESIMPLE

SocialMadeSimple is a digital marketing agency established in 2009. Since then, we've helped over 30,000 businesses achieve success online.

Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists, SocialMadeSimple delivers high-performing social media campaigns that drive results.



CLIENT BACKGROUND

AAA Prescott Insurance Agency is a small insurance business in Tennessee. They offer traditional AAA Automotive Service memberships along with car insurance, home insurance, life insurance, and much more.

When AAA Prescott Insurance Agency contacted SocialMadeSimple, they had recently opened and didn't have a digital marketing plan in place. Today, our team is producing custom content and paid social advertising to help AAA Prescott Insurance Agency achieve its business goals.



CLIENT GOAL

The client was looking for a comprehensive social marketing program that would attract new customers while also keeping current customers engaged.

HOW WE DO IT



Dedicated Team of Experts

Your dedicated Client Success Manager is just one call away! Your team will consist of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



A Consistent Social Presence

We create branded content on Facebook, Twitter, LinkedIn, and Instagram specifically about your business. These posts will showcase your business, the people behind it, promotions, and services.



Advanced Paid Social Advertising

Our custom advertising campaigns are tailored to your business's needs. We create, optimize, and manage Facebook and Instagram ads to achieve your desired objective (page views, lead generation, video views, website orders, and much more).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, you can view real-time reports on your campaigns' performance. Additionally, you'll receive weekly reporting emails that are informative and easy to understand.

→ PROGRAM OVERVIEW

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, **SocialMadeSimple** provides AAA Prescott Insurance Agency a social marketing program that delivers results.



— ADVERTISEMENTS:

We utilized lead generation advertisements to drive tangible results, resulting in new opportunities and customers.



— CONTENT:

One aspect of marketing that will never change is the importance of branding. When customers are ready to purchase insurance, you want your brand at the front of their minds.



— PLATFORM:

All customers are provided access to the SocialMadeSimple platform, which allows interaction with scheduled posts, reporting, and more.

→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

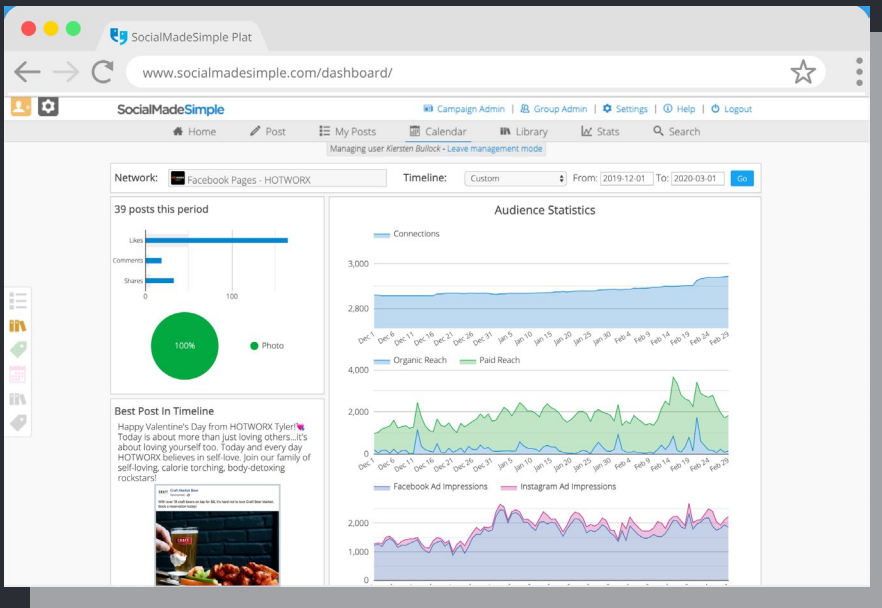
- Interests (insurance, automotive, finance, etc.)
- Lookalike audiences (using existing customer data)
- Geographic location (Dyersburg Tennessee & surrounding towns)
- Age (24 - 65+)
- Gender (All)

OTHER KEY AUDIENCES TARGETED:

- Non-converted leads
- Friends of "page likes"
- Engaged users
- Customer List
- Web traffic

**These parameters are just key highlights and not all targeting details.*

THE SOCIALMADESIMPLE PLATFORM



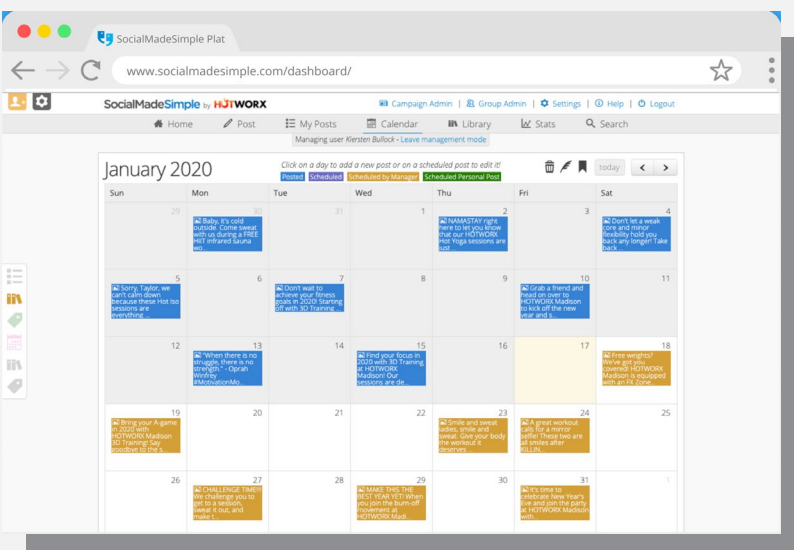
With our proprietary platform, **AAA Prescott Insurance Agency** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

AAA Prescott Insurance receives comprehensive reporting via platform dashboards and emails.

For The DIYer

Each of our clients is **granted access** to our platform, allowing them to post content, make edits, view reporting, and more.



Connected Social Networks

Post to Facebook, Instagram, Twitter & LinkedIn with a single click.

Content Weeks In Advance

We send **bi-weekly emails** to AAA Prescott Insurance for feedback and revisions.

CUSTOM CONTENT

PUBLISHED EVERYWHERE

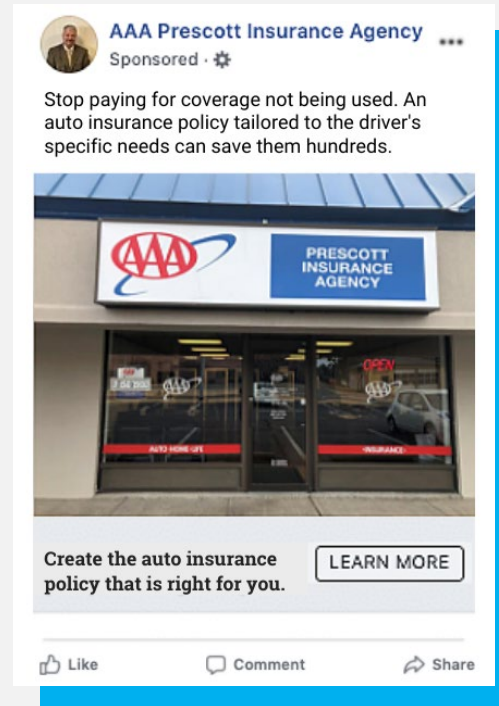
We **schedule content** across Facebook, Twitter, LinkedIn, and Instagram.

EXPERTLY CRAFTED

Skillfully crafted **social media posts** that **build credibility**, showcase services, and position AAA Prescott Insurance Agency as a local leader in insurance.

BOOSTED TO YOUR AUDIENCE

Our platform **automatically turns our published content** into boosted posts and serves them to your target audience.

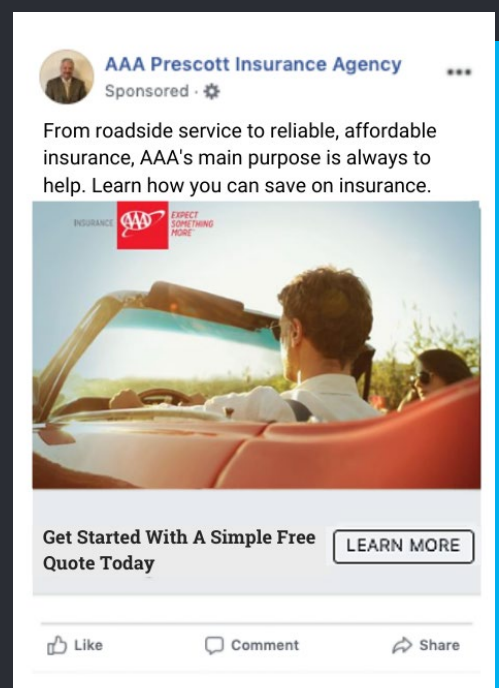


34,552

AVERAGE IMPRESSIONS
Per Month

+197%

INCREASE IN
Facebook Followers



ADVERTISEMENTS

LEAD GENERATION ADS

AAA Prescott Insurance Agency's ads are shown to targeted potential insurance customers on Facebook and Instagram. These forms are customizable and allow AAA Prescott Insurance Agency to collect customer information without a high-end website.

SocialMadeSimple sends the lead information to the client's email(s) and a CRM in real-time.

AAA Prescott Insurance Agency
Sponsored (demo) - [Settings]

From roadside service to reliable, affordable insurance, AAA's main purpose is always to help. Learn how you can save on insurance.

INSURANCE **AAA** EXPECT SOMETHING MORE

FORM ON FACEBOOK
Get Started With A Simple Free Quote Today

AAA Prescott Insurance Agency

Get a quote by providing your information below.

Email
joe.example@email.com

Full name
Joe Smith

US+1 Phone number
2345667777

Next

AAA Prescott Insurance Agency
Sponsored (demo) - [Settings]

Never get stranded again! AAA members receive emergency roadside assistance, travel perks, and much more. Join AAA today and add your first family member for FREE!

INSURANCE **AAA** EXPECT SOMETHING MORE

FORM ON FACEBOOK
Add Your 1st Family Member For FREE!

Contact Information ⓘ
Provide your info below to receive this offer:

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

Next

\$5.83

AVERAGE
Cost Per Lead

34

AVERAGE LEADS GENERATED
Per Month

OUR SOCIAL MEDIA EXPERTS



VERONICA JACKSON

Director Of Client Services



ANDREW SERAPHIN

Customer Success Manager



ASHLEY CURTIS

Customer Success Manager



EMILY FAUBERT

Customer Success Manager

LET'S WORK TOGETHER!



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**Business Development
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[SCHEDULE A CALL](#)

**“We connected with 88% of the leads
generated for our business!”**



WWW.SOCIALMADESIMPLE.COM