



SocialMadeSimple®



Fred Fire, LLC Case Study

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

CASE STUDY OVERVIEW

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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

FRED FIRE, LLC produces and sells fire retardant extinguishing devices to fire departments, safety departments, police departments, delivery transit companies, and more.



THE CHALLENGE

Many businesses that offer unique products are hesitant to utilize social media for marketing. However, Facebook's robust targeting capabilities, coupled with the SocialMadeSimple platform, make social media the perfect marketing vehicle for niche products.

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 FRED FIRE, LLC, a social program that delivers results.



— CONTENT:

SocialMadeSimple curates, creates, and posts organic content to FRED FIRE's Facebook page (4 Posts per month).



— BOOSTED POSTS:

Custom branded posts are published and backed by a budget. These ads are shown to a targeted audience and promote phone calls, website visits, and education (8 Boosted Posts per month).



— ADVERTISEMENTS:

We utilize lead generation advertisements on Facebook and Instagram to drive tangible results, including new opportunities and customers.

→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

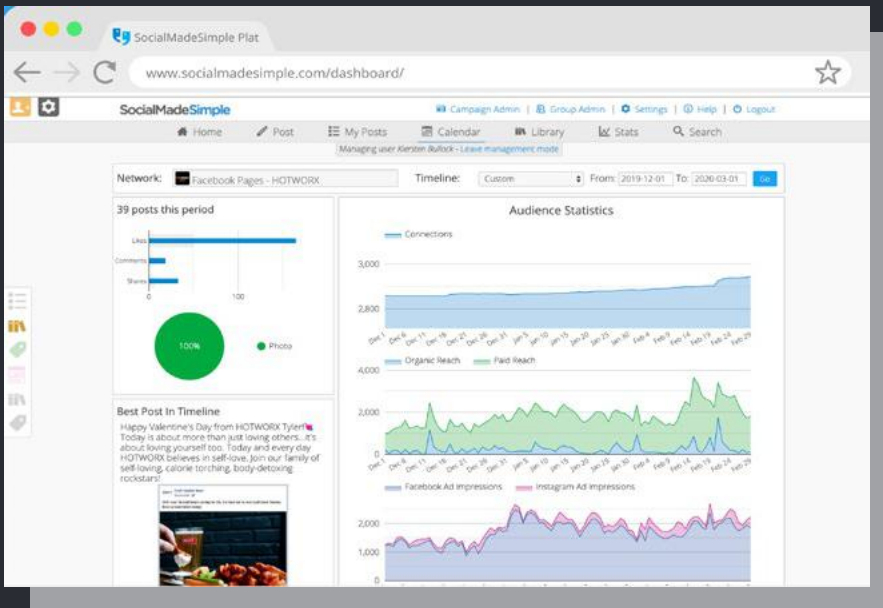
- Interests (fire protection, emergency equipment, etc.)
- Job title (Firefighter, Fire chief, Paramedic, etc.)
- Geographic location
- Age
- Gender

OTHER KEY AUDIENCES TARGETED:

- Lookalike audiences (using existing customer data)
- Non-converted leads
- Engaged users
- Customer Lists
- Web traffic

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

THE SOCIALMADESIMPLE PLATFORM



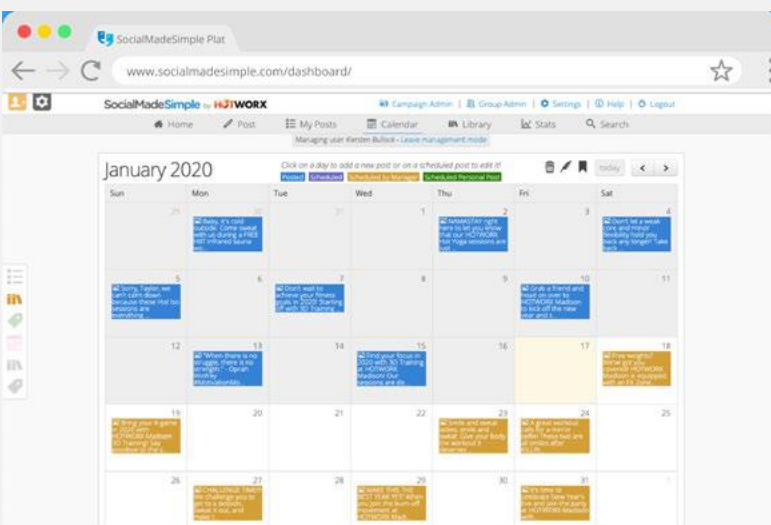
With our proprietary platform, **FRED FIRE, LLC** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

FRED FIRE, LLC 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 **FRED FIRE, LLC** 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 FRED FIRE, LLC as a leader in their space.

BOOSTED TO YOUR AUDIENCE

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

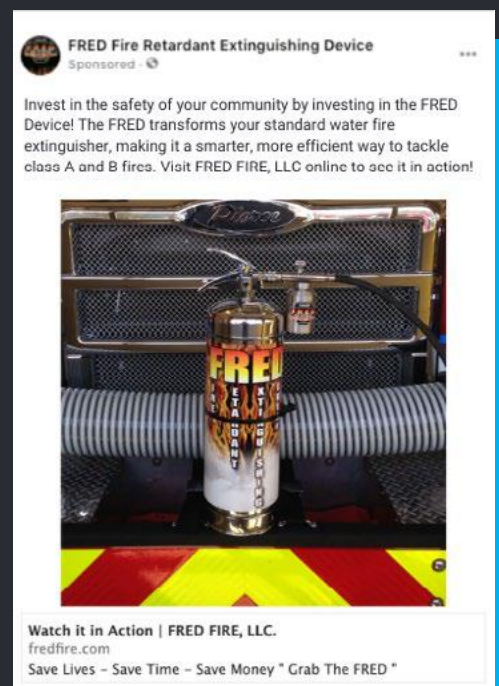


+234%

INCREASE IN
Facebook Followers

44,092

VIDEO
Views



ADVERTISEMENTS

LEAD GENERATION ADS

FRED FIRE's Lead Generation ads are shown to targeted audiences on Facebook and Instagram. These ads are completely customizable and make it simple for a customer to receive a quote without ever having to leave Facebook or Instagram.

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

FRED Fire Retardant Extinguishing Device
Sponsored · 🌐

The FRED is credited with saving lives, saving time, and saving money. Tap below to learn more about how to fight your next fire!

EDIC UNIT
RESCUE
"Our Family Protects Your Family"

FRED Fire Retardant Extinguishing

Submit your info to learn more about FRED Fire!

Full name

US+1 Phone number

Email

FORM ON FACEBOOK
Save time. Save lives. Save money.

Like

Next

FRED Fire Retardant Extinguishing Device
Sponsored · 🌐

The FRED Fill System is designed by a Firefighter for Firefighters. Grab the FRED and you will extinguish fires faster with less water! Tap below to learn more!

EDIC UNIT
RESCUE
"Our Family Protects Your Family"

FRED Fire Retardant Extinguishing Dev...

Submit your info to learn more about FRED Fire!

Full name

US+1 Phone number

Email

FORM ON FACEBOOK
The FRED Fill System extinguishes fires faster!

Like

Next

\$1.19

AVERAGE COST
Per Lead

86

AVERAGE LEADS
Generated Per Month

\$0.09

AVERAGE COST
Per Link Click

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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[SCHEDULE A CALL](#)

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



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