



SocialMadeSimple®

A woman with long brown hair tied back, wearing a light blue tank top and black leggings, is performing a plank exercise on a blue mat in a gym. She is wearing black fingerless gloves. The background shows a brick wall and some gym equipment.

Fitness Franchise Case Study

Delivering measurable results through quality lead-generation

CASE STUDY OVERVIEW

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Testimonial

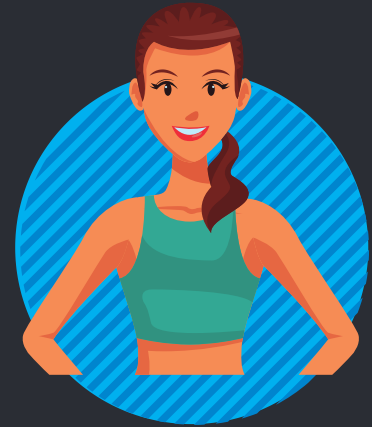
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Program Summary

CLIENT BACKGROUND

The Client is a popular fitness franchise that came to SocialMadeSimple in 2017 with no social media presence and **fewer than ten locations**.

Today, the client has expanded to **over 150 locations** across the nation, with another 400 studios in the brand's development pipeline, making it one of the **fastest growing fitness franchises**.



CLIENT CHALLENGE

The client needed a **comprehensive** social marketing program that, above all else, provided **measurable results** that **impact the bottom line**. SocialMadeSimple executes the following two programs for the client.

Franchisee Program

Drive new membership sales for all franchisees at each stage of their journey.

THE GOAL:

Customer Acquisition

Franchisor Program

Provide the client with a consistent, high-volume flow of financially qualified franchisee leads.

THE GOAL:

Franchisee Acquisition

FRANCHISEE STRATEGY

Blending data-backed strategy around **location stages**, reaching the **brand's marketing persona**, and delivering **world-class creative**, SocialMadeSimple executes high-performing campaigns.

LOCATION STAGES

01 PHASE

PRE-OPENING

Generate local awareness of new location openings and grow list of waitlist/VIP customers.

02 PHASE

GRAND OPENING

Dedicate a full month to promote the big day and continue to drive contact conversions.

03 PHASE

FULLY OPEN

Constantly drive new customer traffic with ongoing direct action campaigns and offers.

TARGETING A PERSONA



90% of members are *female*.



Ages 25-35, with an **average age of 30**.



Consumers who lead **healthy** lifestyles.

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

FRANCHISEE RESULTS

SocialMadeSimple's campaigns are so effective that over **30% of all new memberships sold** and over **50% of all franchisee leads** come from these **Facebook** and **Instagram** ad campaigns.

ALL DATA REPRESENTS THE AVERAGE PERFORMANCE OF A SINGLE LOCATION

01 PHASE

PRE-OPENING

67

AVERAGE LEADS
PER MONTH

\$7.46

AVERAGE
COST-PER-LEAD

45%

AVERAGE SALES
CONVERSION RATE

02 PHASE

GRAND OPENING

143

AVERAGE "ATTENDING"
EVENT RESPONSES

29%

CONVERSION
RATE

42

AVERAGE DAY-OF
ATTENDEES (FROM FB)

03 PHASE

FULLY OPEN

102

AVERAGE LEADS
PER MONTH

\$9.81

AVERAGE
COST-PER-LEAD

22%

AVERAGE SALES
CONVERSION RATE

FRANCHISE DEVELOPMENT STRATEGY

SocialMadeSimple produces **leads qualified to purchase and operate** new franchise studios both **domestically** and in select **international** markets. These strategic campaigns are executed by serving optimized ads on **Facebook and Instagram**.

GEOGRAPHIC STRATEGY



DOMESTIC CAMPAIGN

Generate a consistent, high-volume flow of financially qualified franchisee leads in targeted US markets.

INTERNATIONAL CAMPAIGN

Pursue master franchisors internationally while selling additional franchises in existing markets.



TARGETING A PERSONA



SocialMadeSimple utilizes **"lookalike" audiences** to generate new **franchisee leads globally**, based on a **large set of data** from past leads and existing franchise owners.

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

FRANCHISE DEVELOPMENT RESULTS

SocialMadeSimple executed franchise development campaigns that yielded a **substantial return-on-investment** for the franchisor. In addition to cost-per-acquisitions well **under \$5k worldwide**, SocialMadeSimple generated a **master franchisee in Australia** to bring the brand to a new continent.

AD CAMPAIGNS

DOMESTIC ADS

+4K

TOTAL LEADS
GENERATED

\$16.20

AVERAGE
COST-PER-LEAD

\$1,085

COST-PER-
ACQUISITION

INTERNATIONAL ADS

+2K

TOTAL LEADS
GENERATED

\$10.16

AVERAGE
COST-PER-LEAD

\$4,316

MASTER FRANCHISOR
COST-PER-SALE

IN THEIR WORDS

“

Starting with two studios with a combined advertising budget of \$3400 and now scaled to the efficient management of hundreds with \$200,000+ in monthly social media advertising. I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"

”

*"With the launch of a new and innovative fitness franchise, we knew social media would be the most important lead source for our membership sales. Our target membership demographic is heavily present on Facebook and Instagram and as the brand continued to grow, we identified the need for a partnership with an **experienced marketing agency** that focused heavily on social media.*

*Our goal in finding a partner was to have this partner **manage the social media marketing and advertising efforts of each studio location** with their knowledge and expertise, collaborate with corporate executives who have knowledge and insight on the brand and business operations, while also working directly with our franchisees to establish a local presence through social media and optimize the performance of their studio's advertising. **We found this and more with SocialMadeSimple.***

*From the very first conversation to our weekly meeting yesterday, **we've come to consider SocialMadeSimple as part of our team.** My close communication with our Account Manager and the exceptional service and support they provide to our franchise locations has been integral in the success of this partnership. **Together we celebrate in our achievements** and are always committed to working together to overcome any challenges. It's incredible to look back at how much we've accomplished after only one year, starting with two studios with a combined advertising budget of \$3400 and now scaled to the efficient management of hundreds of studios with \$200,000+ in monthly social media advertising. **I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"***

- Kasie

Marketing Director

PROGRAM SUMMARY

SocialMadeSimple's franchisee program is a **requirement** for every active franchisee as part of their operating agreement.

In 2019, SocialMadeSimple was awarded **The Vendor of the Year Award** at the brand's annual franchise convention.



FRANCHISEE PROGRAM



TOTAL LEADS
GENERATED



ALL MEMBER LEADS
COME FROM SMS



ALL NEW MEMBERSHIPS
COME FROM SMS

FRANCHISE DEVELOPMENT PROGRAM



TOTAL LEADS
GENERATED IN 2019



COST-PER-LEAD - ALL
CAMPAIGNS

SocialMadeSimple acquired a **master franchisee** in Australia, opening the brand to a new continent!

LET'S WORK TOGETHER



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