



SocialMadeSimple®



SpenDebt Case Study

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

CASE STUDY OVERVIEW

01. About
SocialMadeSimple

02. The
Client

03. How We
Do It

04. Program
Overview

05. Advertisements

06. Custom
Content

07. SocialModo

08. Our Social
Media Experts

09. Get
Started



ABOUT SOCIALMADESIMPLE

SocialMadeSimple is a digital marketing agency operating since 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

SpentDebt is a mobile application that helps users pay off their debt every time they use their debit cards. Users select micropayments to be deposited into their SpentDebt account every time they make a purchase. At the end of each month, SpentDebt automatically sends all of these micropayments to the users' debt accounts, helping to pay off their debt more efficiently.



CLIENT GOAL

Being in a competitive financial mobile application sector, SpentDebt was in need of a social marketing program that, above all else, focused on increasing **brand awareness** and driving **new users to sign up and download their app.**

HOW WE DO IT



Dedicated Team of Experts

The dedicated Client Success Manager is just one call away! The team consists 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. These posts showcase the software, the benefits of using it, promotions, and social proof.



Advanced Paid Social Advertising

SocialMadeSimple's custom advertising campaigns are tailored to SpendeBt's needs. Creating, optimizing, and managing Facebook and Instagram ads to achieve the desired objective (brand awareness, and customer sign-ups).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, SocialModo, the client views real-time reports on campaign performance. Additionally, they receive weekly reporting emails that are informative and easy to understand.

→ PROGRAM OVERVIEW



ADVERTISEMENTS:

SocialMadeSimple creates **hyper-targeted Facebook & Instagram ad campaigns** to drive real results in the form of website conversions (new account sign-ups).



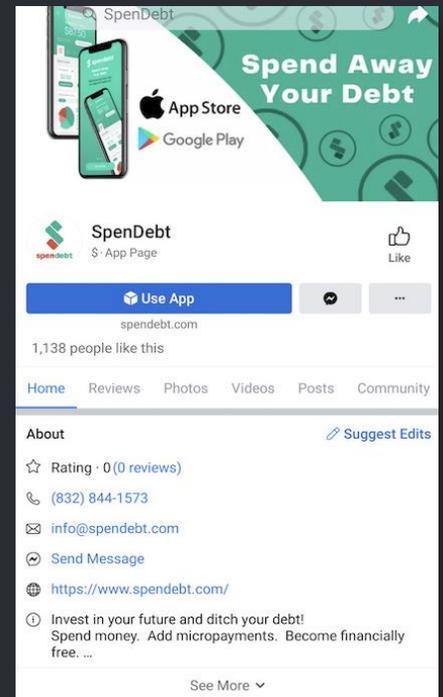
CONTENT:

SocialMadeSimple curates, creates, and posts organic content to SpendeBt's **Facebook, Twitter, and LinkedIn pages.**



PLATFORM:

The client is provided access to the SocialMadeSimple platform, **SocialModo**, which allows interaction with scheduled posts, reporting, and more.



→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

- Interests (Debt, Student Loans, Car Loans, and various other finance-related interests)
- Lookalike audiences (using existing customer data)
- Ages (23 - 45)

OTHER KEY AUDIENCES TARGETED:

- Engaged users
- Website visitors
- Customer lists

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

ADVERTISEMENTS

WEBSITE CONVERSION ADS

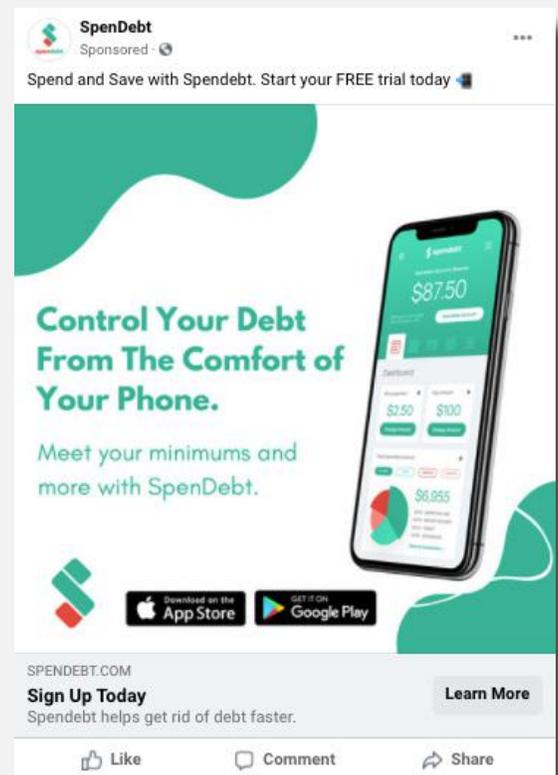
SpenDebt's ads are shown to targeted audiences on Facebook and Instagram, promoting the benefits of their application.

THE OFFER

"Start your FREE trial today." By including an enticing offer, potential customers are much more likely to click through and convert on social advertisements.

OPTIMIZED FOR CONVERSIONS

We implemented tracking code on SpenDebt's website to accurately attribute website conversions. Using this information, we can create retargeting ads, lookalike audiences, and ensure the success of our campaigns.



SocialMadeSimple executes a paid social advertising strategy that results in an average of **45 new SpenDebt user sign-ups per month** at an average cost-per-conversion of \$4.74.

A screenshot of the SpenDebt sign-up form. The form is titled "Sign Up Now!" and features two primary sign-up options: "Sign Up with Google" and "Sign Up with Facebook". Below these options, there is a section for "Or" with input fields for "First Name", "Last Name", "Email Address", "Password", and "Re-Enter Password". There is also a "Phone Number" field and a "How did you find us?" dropdown menu. A checkbox for "I have read and agree to the Terms of Use and Privacy Policy" is present. At the bottom, there is a "Create Account" button and a link for "Already have an account? Sign In".

CUSTOM CONTENT

PUBLISHED EVERYWHERE

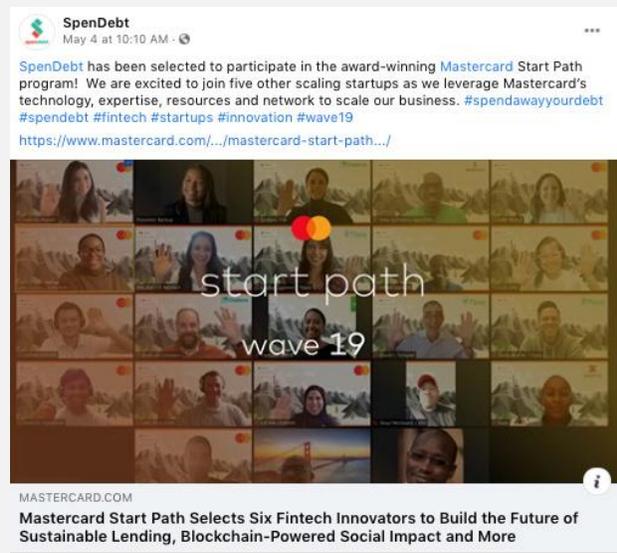
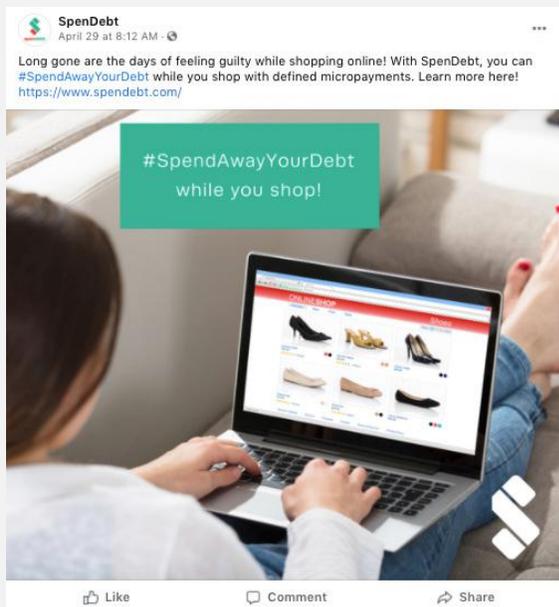
We schedule custom **SpенDebt brand content** across their Facebook, Twitter, and LinkedIn pages (3 posts per week).

EXPERTLY CRAFTED

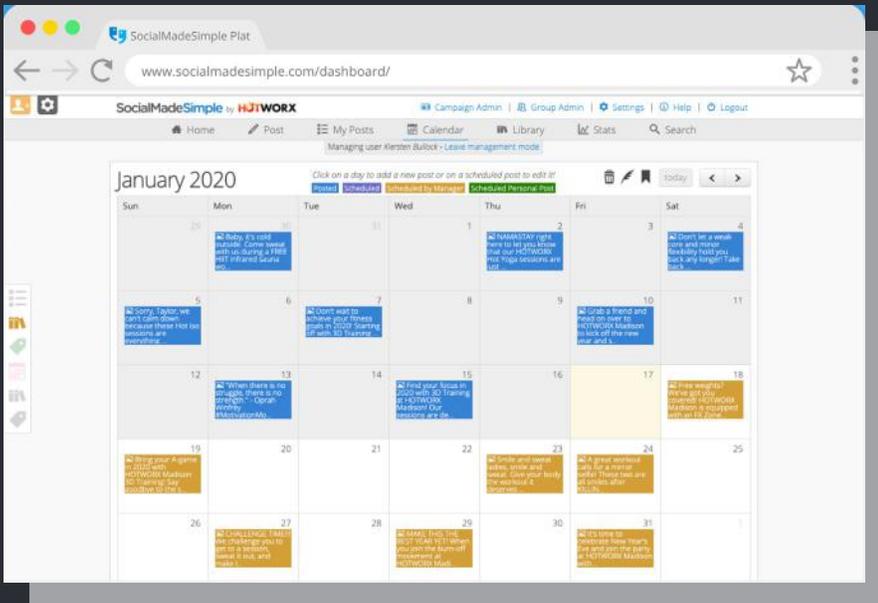
Skillfully crafted social media posts that build credibility, showcase application benefits, and **position SpенDebt as a leader in the mobile debt management space.**

BOOSTED TO YOUR AUDIENCE

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



SOCIALMODO



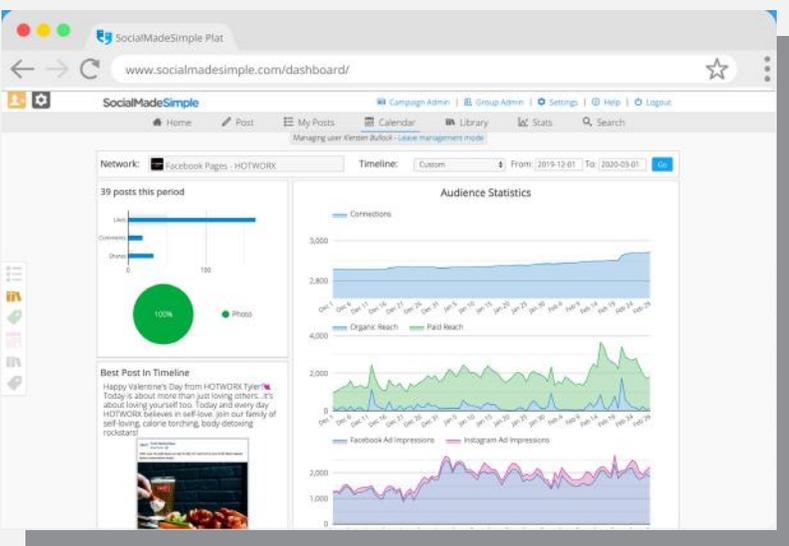
With SocialModo, SocialMadeSimple's proprietary platform, SpenDebt has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

SpenDebt 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 SpenDebt for feedback and revisions.

THE RESULTS

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, SocialMadeSimple provides SpenDebt a social marketing program that **drives results in the form of new customer sign-ups and brand awareness.**

34,000+

AD IMPRESSIONS
PER MONTH

\$4.74

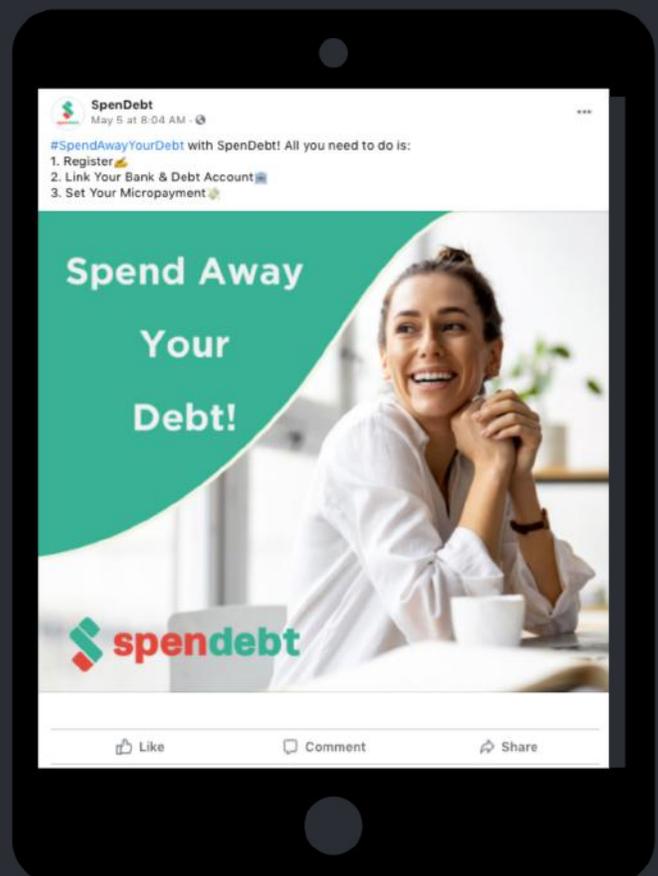
COST PER NEW
SIGN-UP

45

NEW CUSTOMERS
PER MONTH

\$0.99

COST PER CLICK



OUR SOCIAL MEDIA EXPERTS



VERONICA JACKSON

Director Of Client Services



ANDREW SERAPHIN

Customer Success Manager



TREVOR COOPER

Client Success Specialist



TIM BRIGHT

Customer Success Manager

LET'S WORK TOGETHER!



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