



SocialMadeSimple®

GIDE@N
MATH & READING CENTER

FRANCHISE PILOT PROGRAM CASE STUDY

CASE STUDY OVERVIEW

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**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.**



**THE
CLIENT**

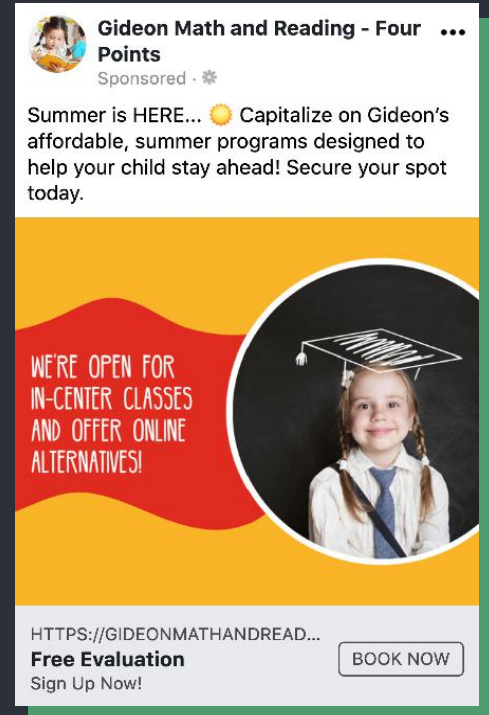
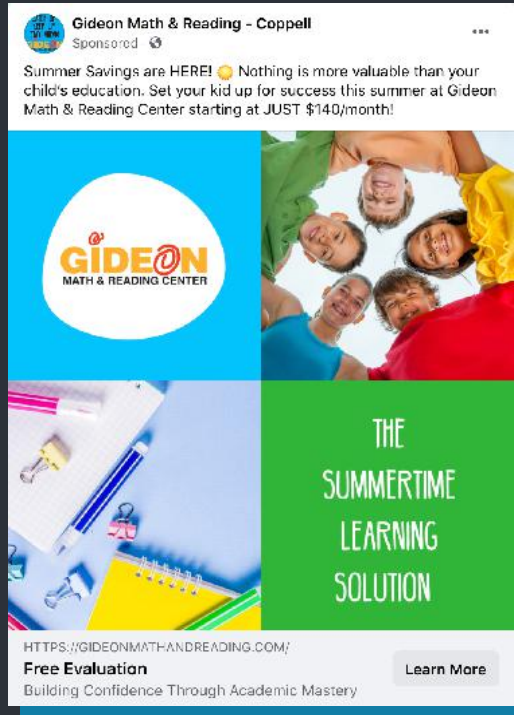
Gideon Math & Reading Center is a learning center franchise for children that provides an affordable, individualized, and self-paced approach to mastering the basics of math and reading.

In April 2021, SocialMadeSimple began a 90-day Pilot Program with the goal of providing measurable results in the form of **scheduled student evaluations & increased brand awareness** across participating franchisees.



PILOT PROGRAM OVERVIEW

SocialMadeSimple combined a data-backed strategy around localized social advertising campaigns and boosted content posts. We ran franchisee programs for 5 Gideon Math & Reading Center locations, becoming each franchisee's dedicated social media team.



PILOT STRATEGY

TARGETING

- 💡 Interests: Kumon, Sylvan Learning, Mathnasium, etc.
- 👨👩 Parents with school-age children (ages: 30 - 52).
- 💻 Lookalike audiences based on website visitors, Facebook engagement, & customer lists provided by Gideon.

MESSAGING

- 🌞 Mention pricing to drive home affordability.
- 💰 Pivot to summer messaging for the months of May & June.
- 👤 Primarily geared towards parents who want their kids to succeed in school & achieve high marks - "Confidence is key, help your child get ahead."

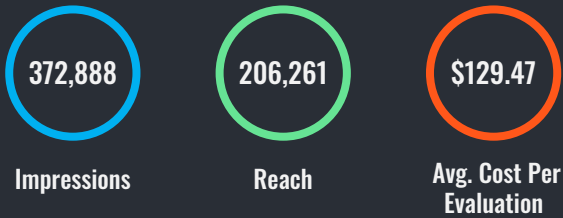
THE RESULTS

Through the success of SocialMadeSimple's Franchise Social Marketing Pilot Program, Gideon Math & Reading Center **booked 28 appointments generating \$42,000 in revenue** if all convert to a paid customer.

FRANCHISEE PERFORMANCE TOTAL

**Due to Apple's iOS 14.5 update & its impact on tracking leads, student evaluations scheduled may be greater than shown.*

Total Franchisee Performance

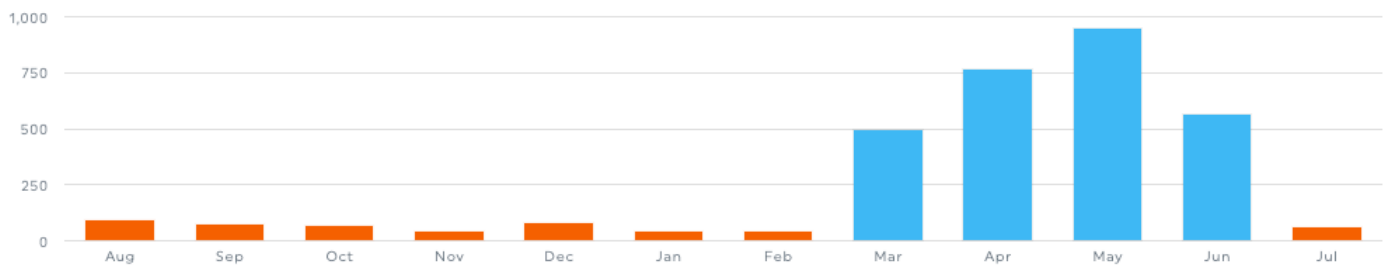


Estimated Revenue at NO COST



CHANGE IN FACEBOOK VISITORS

FACEBOOK PAGE ENGAGED USERS - ACTIVE SMS PILOT PROGRAM

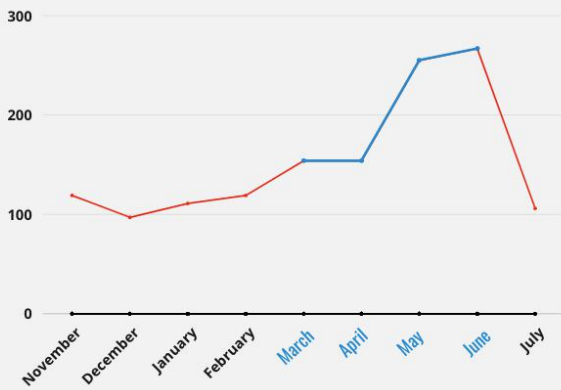


TOTAL IMPACT ON WEBSITE VISITORS

Along with the growth of Gideon Math & Reading's social pages, the overall performance of their website increased dramatically during SocialMadeSimple's franchise marketing pilot.

Conversions

Pre SMS Pilot VS. Active SMS Pilot



+300%

Increase in Web Traffic (Facebook)

24%

Decrease in Avg. Bounce Rate

63%

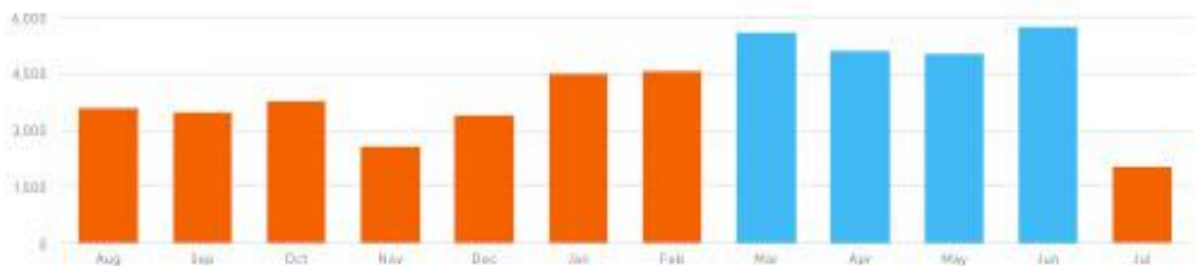
Increase in Appointments Booked

24
seconds

Increase in Avg. Session Duration

Website Sessions

TOTAL SESSIONS (TREND)



TEST-DRIVE SOCIAL, COMPLETELY FREE!



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