



SocialMadeSimple®

Pita Pit

FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

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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

Pita Pit is a Canadian quick-service restaurant franchise that serves pita sandwiches through online ordering, delivery, & catering to those craving a healthier alternative to fast-food.


In July 2021, SocialMadeSimple began a 90-day Pilot Program with the goal of providing measurable results in the form of **online orders & raised brand awareness.**




PILOT PROGRAM OVERVIEW

SocialMadeSimple combined a data-backed strategy around localized social advertising campaigns and publishing organic content. We ran franchisee programs for 5 Pita Pit locations, becoming each franchisee's dedicated social media team.


TARGETING

 Location-Based: 2 miles of each location


 Ages: 20 - 60

 Lookalike Audiences: Based on past customer lists and Facebook/Instagram engagement

MESSAGING

 Healthy and delicious meals

 Fun and conversational tone

 Close-up imagery of food

THE OFFER

Buy one meal, get one meal free!

Each location drove traffic to a landing page where customers could redeem the BOGO offer and order directly.



ADVERTISEMENTS

PROMOTION ADS

For the ad creative, SocialMadeSimple developed vibrant graphics and images that showcase Pita Pit's food, call attention to the **Buy One Get One Free** promotion, and position Pita as a healthy and delicious food option.

 **Pita Pit Canada (Burlington - Appleby Line)**
Sponsored · 🌐

Nutritious ✓ Flavor-Packed ✓ Convenient ✓ Our rice bowls, salads, and pitas check ALL the right boxes! Use code BOGOPITA to get one meal FREE with any meal purchase.



[HTTPS://PITAPIT.CA/](https://pitapit.ca/)
Click here to order w. Code BOGOPITA
Offer available for pickup/takeout.

 **Pita Pit**
Sponsored · 🌐

Feeling health-spired? Grab dinner at Pita Pit and choose from one of our mindful dinner options! For a limited time we're offering buy one meal, get one FREE w. code BOGOPITA.

USE CODE
BOGOPITA

**DOUBLE THE MEALS,
DOUBLE THE FUN!**

[HTTPS://PITAPIT.CA/](https://pitapit.ca/)
Click here to order w. Code BOGOPITA

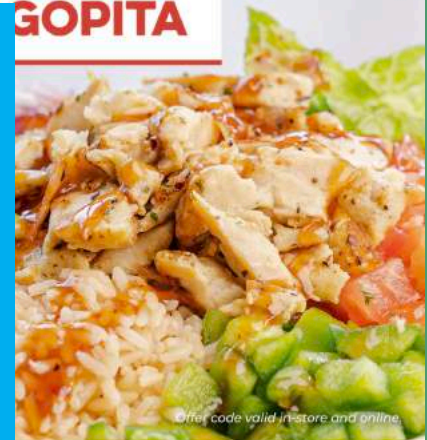
[SEE MENU](#)

 **Pita Pit Canada (Burlington - Brant Street)**
Sponsored · 🌐

Last-minute dinner? We have you covered. Try one of our quick meal options and get one FREE when you use code BOGOPITA!

Buy one meal, get one free!

BOGOPITA

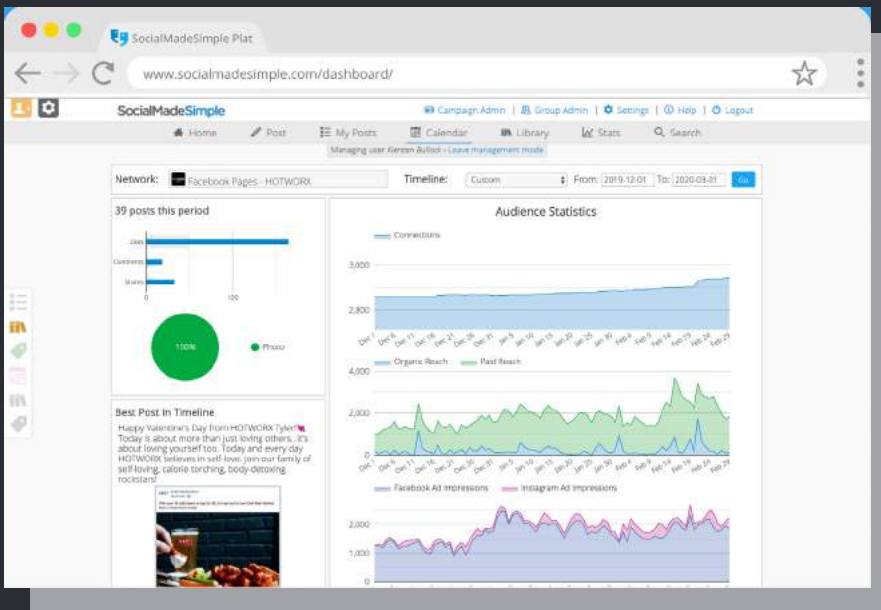


Offer code valid in-store and online.

Offer! Order A Meal Online,

[See Menu](#)

THE SOCIALMADESIMPLE PLATFORM



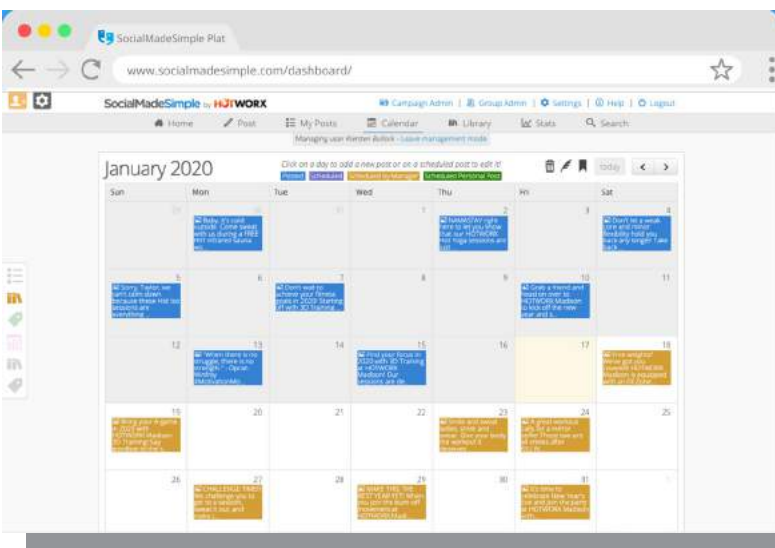
With our proprietary platform, **Pita Pit** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

Pita Pit 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 Pita Pit for feedback and revisions.

THE RESULTS

SocialMadeSimple created, monitored, & optimized web traffic campaigns and boosted posts to encourage online orders and brand awareness. Through the success of these ads, **Pita Pit generated a consistent flow of online orders and brand recognition.**

90-DAY CAMPAIGN TOTALS

Total Franchisee Performance

366,997

Impressions

155,553

Reach

5,660

Clicks

153

Total Promo Codes Used

\$0.32

Avg. Cost Per Click

**PITA PIT IS THE
FUTURE OF
QUICK
CASUAL
FOOD SERVICE**



OUR SOCIAL MEDIA EXPERTS



VERONICA JACKSON

Director Of Client Services



ANDREW SERAPHIN

Customer Success Manager



CAMILLE SCUMACI

Customer Success Manager



TIM BRIGHT

Customer Success Manager

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule a Call](#)



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