



SocialMadeSimple®

**NOW
HIRING**



**FRANCHISE MARKETING
PILOT PROGRAM
CASE STUDY**

CASE STUDY OVERVIEW

01. SocialMadeSimple &
The Client

04. Where Are They Now?

02. Pilot Program
Strategy

05. Test-Drive Social,
Completely Free!

03. Pilot Program
Results





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

NEXTAFFF is an employment and staffing agency that offers employers a range of staffing services and solutions.

In July 2021, SocialMadeSimple began a **90-day Pilot Program** for five NEXTAFFF locations with the goal of providing measurable results in the form of both **high-quality, interested job candidates & high-value partnership opportunities.**







PILOT PROGRAM STRATEGY

SocialMadeSimple created, monitored, and optimized **lead generation Facebook and Instagram ads** for five locations, customized across each NEXTAFF location.







For most NEXTAFF locations, these ad campaigns had the objective of **generating leads in the form of candidates applying for a new job position**. For one NEXTAFF location, SocialMadeSimple created lead generation ads with the objective of **generating new business clients** - Businesses looking to hire new employees through NEXTAFF.

TARGETING

-  15+ mi. of location
-  Ages 18 - 60
-  *Business client campaigns:*
Special Ad Audience based on customer list - nursing contacts
-  *Job candidate campaigns:*
Healthcare & industrial career-based interests (healthcare, shift work, job hunting, entry-level job, etc.)

This is an example of targeting criteria, not an exhaustive list.

MESSAGING

-  A clear description of job type, title, & benefits
-  Simple & straight to the point
-  Imagery of workers in the healthcare & warehouse areas
-  Call attention to Nextaff's unique proprietary X-FACTOR model

PILOT PROGRAM RESULTS

Through the success of SocialMadeSimple's Franchise Marketing Pilot Program, NEXTAFF's lead generation advertisements generated a consistent flow of qualified leads!

Job Candidate Campaign

64,822

Total Impressions

21,964

Total Reach

134

Total Job Applicants

\$9.29

Avg. Cost Per Lead

Business Client Campaign

6,115

Total Impressions

3,366

Total Reach

5

New Business Clients

\$61.71

Avg. Cost Per Lead

*"The SMS team ROCKS! **Nextaff has seen a sizable increase in applicant traffic and sales leads due to our partnership with SocialMadeSimple!** The numbers average double what we could do on our own for all our campaigns. We had one hit 4x over our results! The best part is how simple the process is - give them your requirements, set up your account - and done!"*

-Dane, Managing Partner of NEXTAFF Denver

WHERE ARE THEY NOW?

Starting with five NEXTAFF locations in a free 90-day Pilot Program, SocialMadeSimple currently fulfills social marketing programs for 13 NEXTAFF locations, generating new business through custom social media ad campaigns.

Here are the results for all NEXTAFF franchisees one month post Pilot Program!

Job Candidate Campaign

134,219

Total Impressions

49,976

Total Reach

414

Total Job Applicants

\$7

Avg. Cost Per Lead

Business Client Campaign

30,977

Total Impressions

13,925

Total Reach

61

New Business Clients

\$69

Avg. Cost Per Lead



NEXTAFF®

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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