



# Insurance Case Study

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

# CASE STUDY OVERVIEW

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## ABOUT SOCIALMADESIMPLE

**SocialMadeSimple** is a digital marketing agency established in 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

**AAA Prescott Insurance Agency** is a small insurance business in Tennessee. They offer traditional AAA Automotive Service memberships along with car insurance, home insurance, life insurance, and much more.

When AAA Prescott Insurance Agency contacted SocialMadeSimple, they had recently opened and didn't have a digital marketing plan in place. Today, our team is producing custom content and paid social advertising to help AAA Prescott Insurance Agency achieve its business goals.



## CLIENT GOAL

**The client** was looking for a comprehensive social marketing program that would attract new customers while also keeping current customers engaged.

# HOW WE DO IT



## Dedicated Team of Experts

**Your dedicated Client Success Manager is just one call away!** Your team will consist 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 specifically about your business.** These posts will showcase your business, the people behind it, promotions, and services.



## Advanced Paid Social Advertising

**Our custom advertising campaigns are tailored to your business's needs.** We create, optimize, and manage Facebook and Instagram ads to achieve your desired objective (page views, lead generation, video views, website orders, and much more).



## Simplified Reporting

**With 24/7 access to the SocialMadeSimple platform, you can view real-time reports on your campaigns' performance.** Additionally, you'll receive weekly reporting emails that are informative and easy to understand.

# → PROGRAM OVERVIEW

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By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, **SocialMadeSimple** provides AAA Prescott Insurance Agency a social marketing program that delivers results.



## — ADVERTISEMENTS:

We utilized lead generation advertisements to drive tangible results, resulting in new opportunities and customers.



## — CONTENT:

One aspect of marketing that will never change is the importance of branding. When customers are ready to purchase insurance, you want your brand at the front of their minds.



## — PLATFORM:

All customers are provided access to the SocialMadeSimple platform, which allows interaction with scheduled posts, reporting, and more.

# → TARGETING

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## TARGETING PRIMARILY FOCUSED ON:

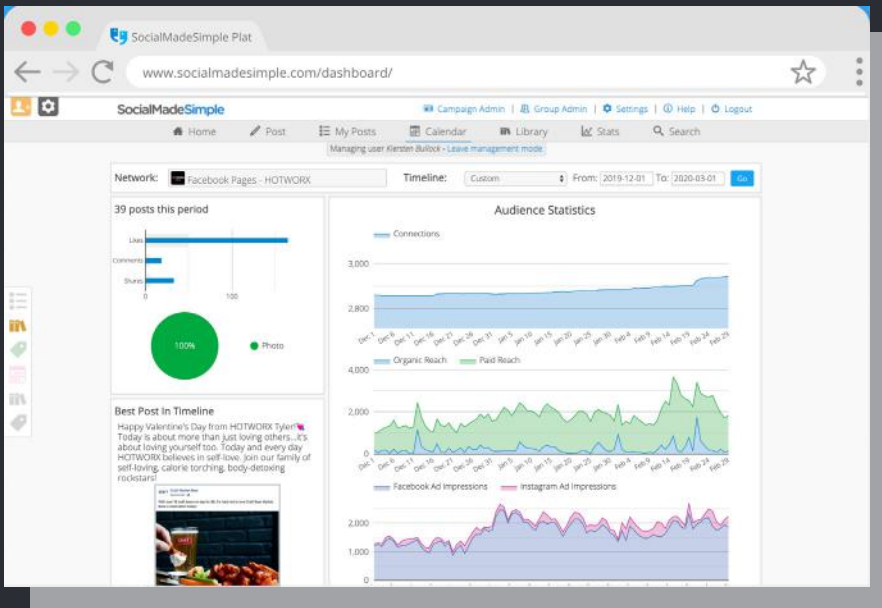
- Interests (insurance, automotive, finance, etc.)
- Lookalike audiences (using existing customer data)
- Geographic location (Dyersburg Tennessee & surrounding towns)
- Age (24 - 65+)
- Gender (All)

## OTHER KEY AUDIENCES TARGETED:

- Non-converted leads
- Friends of "page likes"
- Engaged users
- Customer List
- Web traffic

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

# THE SOCIALMADESIMPLE PLATFORM



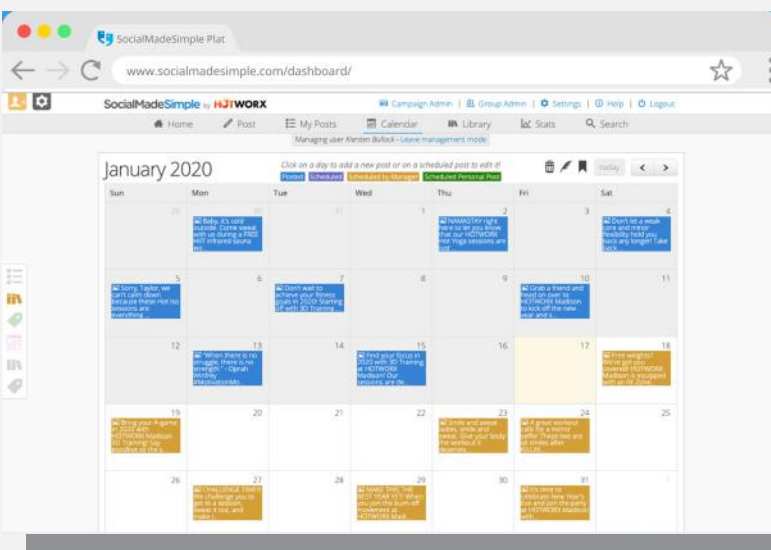
With our proprietary platform, **AAA Prescott Insurance Agency** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

## Detailed Reporting

**AAA Prescott Insurance** 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 AAA Prescott Insurance for feedback and revisions.

# CUSTOM CONTENT

## PUBLISHED EVERYWHERE

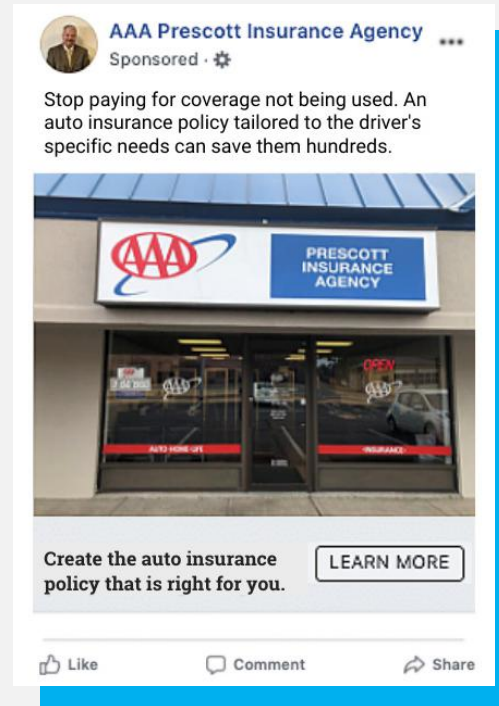
We **schedule content** across Facebook, Twitter, LinkedIn, and Instagram.

## EXPERTLY CRAFTED

Skillfully crafted **social media posts that build credibility**, showcase services, and position AAA Prescott Insurance Agency as a local leader in insurance.

## BOOSTED TO YOUR AUDIENCE

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

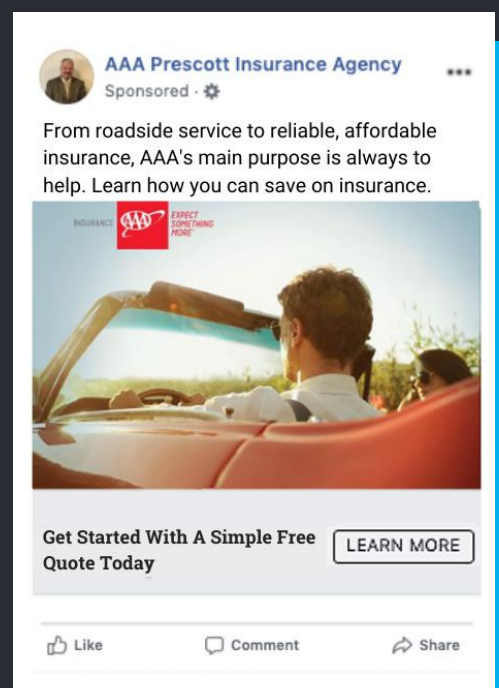


34,740

**AVERAGE IMPRESSIONS**  
Per Month

+197%

**INCREASE IN**  
Facebook Followers



# ADVERTISEMENTS

## LEAD GENERATION ADS

**AAA Prescott Insurance Agency's ads** are shown to targeted potential insurance customers on Facebook and Instagram. These forms are customizable and allow AAA Prescott Insurance Agency to collect customer information without a high-end website.

**SocialMadeSimple** sends the lead information to the client's email(s) and a CRM in real-time.

**AAA Prescott Insurance Agency**  
Sponsored (demo) · 🌐

From roadside service to reliable, affordable insurance, AAA's main purpose is always to help. Learn how you can save on insurance.

INSURANCE **AAA** EXPECT SOMETHING MORE

FORM ON FACEBOOK  
Get Started With A Simple Free Quote Today

**AAA Prescott Insurance Agency**

Get a quote by providing your information below.

Email:

Full name:

US+1 Phone number:

Next

**AAA Prescott Insurance Agency**  
Sponsored (demo) · 🌐

Never get stranded again! AAA members receive emergency roadside assistance, travel perks, and much more. Join AAA today and add your first family member for FREE!

INSURANCE **AAA** EXPECT SOMETHING MORE

FORM ON FACEBOOK  
Add Your 1st Family Member For FREE!

Contact Information ⓘ  
Provide your info below to receive this offer:

Email:

Full name:

Phone number:

Next

**\$5.55**

**AVERAGE**  
Cost Per Lead

**34**

**AVERAGE LEADS GENERATED**  
Per Month



# OUR SOCIAL MEDIA EXPERTS



**VERONICA CALHOUN**

Director Of Client Services



**ANDREW SERAPHIN**

Customer Success Manager



**TIM BRIGHT**

Customer Success Manager



**CAMILLE SCUMACI**

Customer Success Manager

# LET'S WORK TOGETHER!



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[SCHEDULE A CALL](#)

**“We connected with 88% of the leads  
generated for our business!”**



[WWW.SOCIALMADESIMPLE.COM](http://WWW.SOCIALMADESIMPLE.COM)