



SocialMadeSimple®

A woman with long brown hair, wearing a light blue tank top and black leggings, is performing a plank exercise on a blue mat. She is wearing black fingerless gloves. The background is a brick wall and a gym floor with a kettlebell visible in the distance.

Fitness Franchise Case Study

Delivering measurable results through quality lead-generation

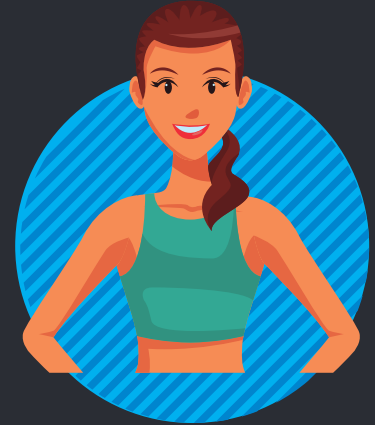
CASE STUDY OVERVIEW

- 01** The Client
- 02** The Challenge
- 03** Franchisee Strategy
- 04** Franchisee Results
- 05** Franchise Development Strategy
- 06** Franchise Development Results
- 07** Testimonial
- 08** Program Summary

CLIENT BACKGROUND

The Client is a popular fitness franchise that came to SocialMadeSimple with no social media presence and **fewer than ten fitness studios**.

Today, the client has **340 active locations** with another 500+ studios in the brand's development pipeline, making it one of the **fastest growing fitness franchises in the nation**.



CLIENT CHALLENGE

The client needed a **comprehensive** social marketing program that, above all else, provided **measurable results** that **impact the bottom line**. SocialMadeSimple executes the following two programs for the client.

Franchisee Program

Drive new membership sales for all franchisees at each stage of their journey.

THE GOAL:
Customer Acquisition

Franchisor Program

Provide the client with a consistent, high-volume flow of financially qualified franchisee leads.

THE GOAL:
Franchisee Acquisition

FRANCHISEE STRATEGY

Blending data-backed strategy around **location stages**, reaching the **brand's marketing persona**, and delivering **world-class creative**, SocialMadeSimple executes high-performing campaigns.

LOCATION STAGES

01 PHASE

PRE-OPENING

Generate local awareness of new location openings and grow list of waitlist/VIP customers.

02 PHASE

GRAND OPENING

Dedicate a full month to promote the big day and continue to drive contact conversions.

03 PHASE

FULLY OPEN

Constantly drive new customer traffic with ongoing direct action campaigns and offers.

TARGETING A PERSONA



90% of members are *female*.



Ages 25-35, with an **average age of 30**.



Consumers who lead **healthy** lifestyles.

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

FRANCHISEE RESULTS

SocialMadeSimple's campaigns are so effective that over **30% of all new memberships sold** and over **50% of all franchisee leads** come from these **Facebook** and **Instagram** ad campaigns.

ALL DATA REPRESENTS THE AVERAGE PERFORMANCE OF A SINGLE LOCATION

01 PHASE

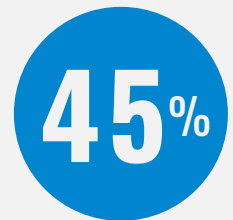
PRE-OPENING



AVERAGE LEADS
PER MONTH



AVERAGE
COST-PER-LEAD



AVERAGE SALES
CONVERSION RATE

02 PHASE

GRAND OPENING



AVERAGE "ATTENDING"
EVENT RESPONSES



CONVERSION
RATE



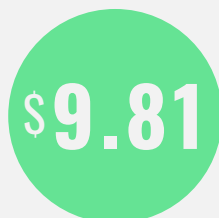
AVERAGE DAY-OF
ATTENDEES (FROM FB)

03 PHASE

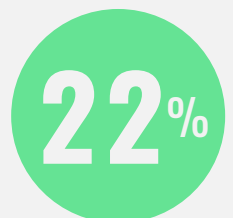
FULLY OPEN



AVERAGE LEADS
PER MONTH



AVERAGE
COST-PER-LEAD



AVERAGE SALES
CONVERSION RATE

FRANCHISE DEVELOPMENT STRATEGY

SocialMadeSimple produces leads qualified to purchase and operate new franchise studios both domestically and in select international markets. These strategic campaigns are executed by serving optimized ads on Facebook and Instagram.

GEOGRAPHIC STRATEGY



DOMESTIC CAMPAIGN

Generate a consistent, high-volume flow of financially qualified franchisee leads in targeted US markets.

INTERNATIONAL CAMPAIGN

Pursue master franchisors internationally while selling additional franchises in existing markets.



TARGETING A PERSONA



SocialMadeSimple utilizes "lookalike" audiences to generate new franchisee leads globally, based on a large set of data from past leads and existing franchise owners.

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

FRANCHISE DEVELOPMENT RESULTS

SocialMadeSimple executed franchise development campaigns that yielded a **substantial return-on-investment** for the franchisor. In addition to cost-per-acquisitions well **under \$5k worldwide**, SocialMadeSimple generated a **master franchisee in Australia** to bring the brand to a new continent.

AD CAMPAIGNS

DOMESTIC ADS

16.6K

TOTAL LEADS
GENERATED

\$17

AVERAGE
COST-PER-LEAD

\$1,085

COST-PER-
ACQUISITION

INTERNATIONAL ADS

1.7K

TOTAL LEADS
GENERATED

\$12

AVERAGE
COST-PER-LEAD

\$4,316

MASTER FRANCHISOR
COST-PER-SALE

IN THEIR WORDS

“

Starting with two studios with a combined advertising budget of \$3400 and now scaled to the efficient management of hundreds with \$200,000+ in monthly social media advertising. I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"

”

*"With the launch of a new and innovative fitness franchise, we knew social media would be the most important lead source for our membership sales. Our target membership demographic is heavily present on Facebook and Instagram and as the brand continued to grow, we identified the need for a partnership with an **experienced marketing agency** that focused heavily on social media.*

*Our goal in finding a partner was to have this partner **manage the social media marketing and advertising efforts of each studio location** with their knowledge and expertise, collaborate with corporate executives who have knowledge and insight on the brand and business operations, while also working directly with our franchisees to establish a local presence through social media and optimize the performance of their studio's advertising. **We found this and more with SocialMadeSimple.***

*From the very first conversation to our weekly meeting yesterday, **we've come to consider SocialMadeSimple as part of our team.** My close communication with our Account Manager and the exceptional service and support they provide to our franchise locations has been integral in the success of this partnership. **Together we celebrate in our achievements** and are always committed to working together to overcome any challenges. It's incredible to look back at how much we've accomplished after only one year, starting with two studios with a combined advertising budget of \$3400 and now scaled to the efficient management of hundreds of studios with \$200,000+ in monthly social media advertising. **I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"***

- Kasie

Marketing Director

PROGRAM SUMMARY

SocialMadeSimple's franchisee program is a **requirement** for every active franchisee as part of their operating agreement.

SocialMadeSimple had the honor of being awarded **The Vendor of the Year Award** at the brand's annual franchise convention.



FRANCHISEE PROGRAM

70

AVERAGE LEADS
GENERATED PER MONTH

\$17

AVERAGE
COST-PER-LEAD

>50%

ALL MEMBER LEADS
COME FROM SMS

FRANCHISE DEVELOPMENT PROGRAM

18,000+

TOTAL LEADS
GENERATED IN 2021

\$15

COST-PER-LEAD -
ALL CAMPAIGNS

SocialMadeSimple acquired a **master franchisee** in Australia, opening the brand to a new continent!

LET'S WORK TOGETHER



JULIEN PAUL

Director of Business Development

julien@socialmadesimple.com

617-380-6570



RYAN CHIASSON

Business Development Manager

rchiasson@socialmadesimple.com

781-728-5690

[Schedule a call](#)

WWW.SOCIALMADESIMPLE.COM

