



FLOOR COVERINGS
international[®]

FRANCHISE MARKETING PILOT PROGRAM CASE STUDY



SocialMadeSimple[®]

CASE STUDY OVERVIEW

01. SocialMadeSimple

04. Ad Campaign
Performance Results

02. The Client

05. Organic Content
Performance Results

03. Pilot Program
Strategy

06. Test-Drive Social,
Completely Free!



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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

Floor Coverings International is a **manufacturer-direct flooring installation franchise** that began a 90-day Franchise Marketing Pilot Program with SocialMadeSimple in September 2021.

SocialMadeSimple became the social media team for five FCI locations with the goal of providing measurable results in the form of **consultations requested & an increase in brand awareness.**



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PILOT PROGRAM STRATEGY

To maximize Floor Coverings International's results, SocialMadeSimple combines a data-backed strategy around **localized social media advertising campaigns & publishing custom content posts.**



AD STRATEGY

LEAD GENERATION CAMPAIGNS

- Users submit info to claim the discount offer & request a consultation **directly on Facebook or Instagram.**
- Lead information is delivered **directly to FCI via email in real-time.**
- Use **carousel ads** to showcase catalog of showroom images.

TARGETING

- **Location-based**
- **Ages 26 - 65+**
- **Interests:** Renovation, Laminate Flooring, Home Improvements, Flooring, etc.



CONTENT STRATEGY

BOOSTED POSTS

- **Sponsored posts** served to their target audience.
- **3 posts published per week** that automatically turn into boosted posts.
- Reach an audience **beyond existing followers.**

MESSAGING

- **High-quality images** of the wide selection of products & services.
- **Family-friendly** theme.
- **Encourage audience** to request a free consultation.

AD CAMPAIGN PERFORMANCE RESULTS

SocialMadeSimple creates, monitors, & optimizes hyper-local ad campaigns for five Floor Coverings International locations. Through the success of these ads, Floor Coverings International generates a consistent flow of free consultation requests & discount offers claimed.

270,000+

Total Impressions

47,400+

Total Reach

82

Total Leads

\$106

Avg. Cost Per Lead

*Confirmed sales of \$35K+ during Pilot Program

Instagram

Floor Coverings International
Sponsored

GET \$250 OFF!

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Learn More

Carpet: Luxurious & Durable
No matter your style or budget, Floor Coverings International has you covered. Request a FREE consultation & get \$250 OFF your next project!

Floor Coverings International
Regina and Southern SK
Sponsored

Carpet, laminate, vinyl, hardwood, tile, stone + eco friendly options...Floor Coverings International has it all! For a limited time, we're offering you \$250 OFF your flooring project. Request a free quote to get started!

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SALE
\$250
OFF

FORM ON FACEBOOK
Get \$250 OFF!
Floor Coverings International® pr...

LEARN MORE

CONTENT PERFORMANCE RESULTS

SocialMadeSimple's content team creates custom on-brand content that utilizes imagery of showrooms, highlights flooring solutions, & calls attention to Floor Coverings International's discount offer.

124,300

Total Impressions

81,300+

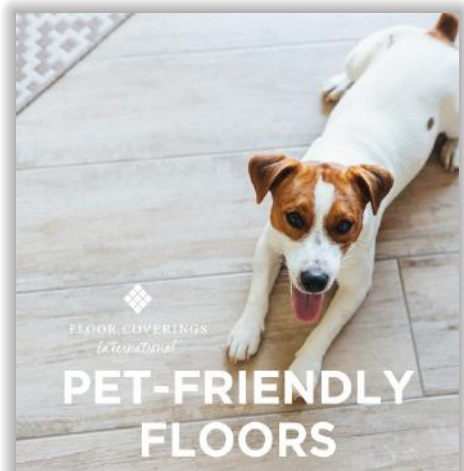
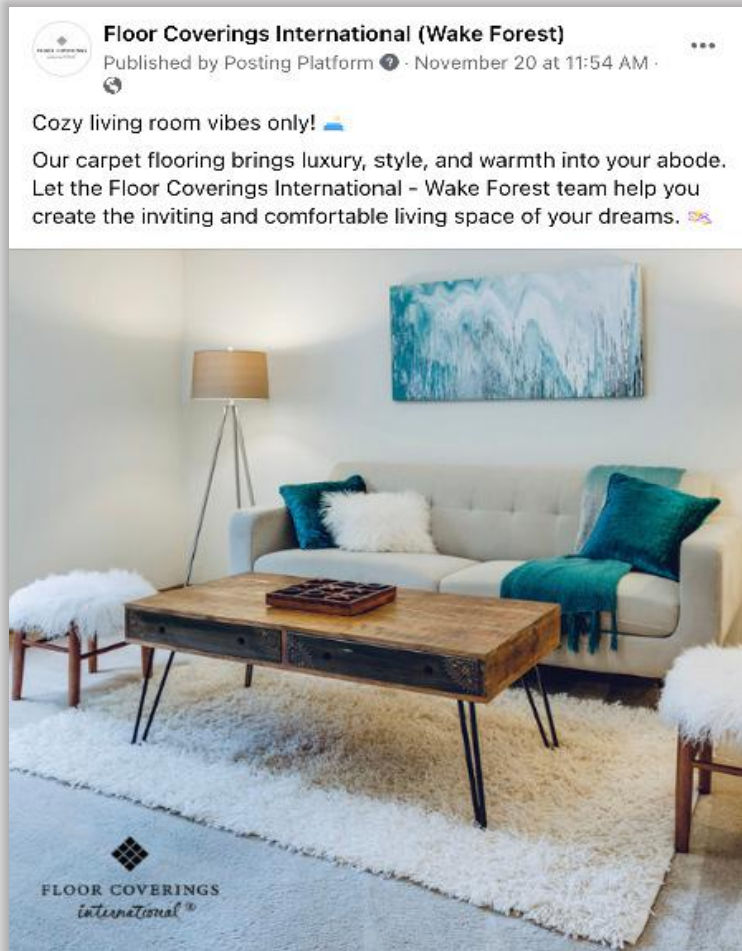
Facebook Page Reach

130+

Boosted Post Clicks

\$6

Cost Per 1,000 Reached



TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule a Call](#)



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