

SocialMadeSimple®



Pillar College Case Study

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

CASE STUDY OVERVIEW

01. About
SocialMadeSimple

02. The
Client

03. How We
Do It

04. Program
Overview

05. Advertisements

06. Custom
Content

07. SocialModo

08. Our Social
Media Experts

09. Get
Started



PILLAR COLLEGE



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.



CLIENT BACKGROUND

Pillar College is a **multi-location private Christian institution** that has been driving success for multiple years with the help of SocialMadeSimple's social marketing program.

With a focus on leadership and service-learning, Pillar College offers various degrees at the associate's, bachelor's, and master's level; as well as evangelical-centered education to its diverse student population.



CLIENT GOAL

Being the only accredited evangelical college in the state of New Jersey, Pillar College was in need of a social marketing program that, above all else, focused on **increasing brand awareness and generating high-quality leads in the form of applicants.**

HOW WE DO IT



Dedicated Team of Experts

The dedicated Client Success Manager is just one call away! The team consists 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. These posts will showcase the business, the people behind it, promotions, and services.



Advanced Paid Social Advertising

SocialMadeSimple's custom advertising campaigns are tailored to the business's needs. Creating, optimizing, and managing Facebook and Instagram ads to achieve the desired objective (lead generation, brand awareness, page views, and more).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, SocialModo, the client views real-time reports on campaign performance. Additionally, they receive weekly reporting emails that are informative and easy to understand.

→ PROGRAM OVERVIEW



ADVERTISEMENTS:

SocialMadeSimple creates hyper-targeted, local Facebook & Instagram ad campaigns to drive real results in the form of high-quality customer leads.



CONTENT:

SocialMadeSimple curates, creates, and posts organic content to Pillar College's Facebook, Twitter, and LinkedIn pages.



PLATFORM:

The client is provided access to the SocialMadeSimple platform, SocialModo, which allows interaction with scheduled posts, reporting, and more.



→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

- Interests (higher education, undergraduate degree, college application, etc.)
- Lookalike audiences (using existing customer data)
- Ages (18 - 55)

OTHER KEY AUDIENCES TARGETED:

- Geographic location (United States: Newark, Paterson, Plainfield, Somerset New Jersey)
- Engaged users
- Customer List

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

ADVERTISEMENTS

LEAD GENERATION ADS

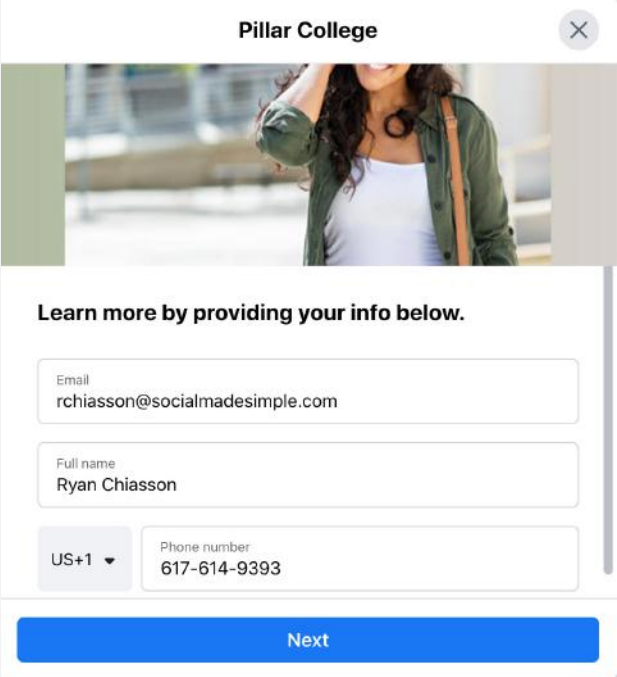
Pillar College's lead generation ads are shown to targeted audiences on Facebook and Instagram, promoting the most popular degrees and programs offered.

NEW CUSTOMER WITH ONE CLICK

The lead generation forms are **completely customizable** and make it simple for a lead to request more information about applying to Pillar College without ever having to leave Facebook or Instagram.

NO WEBSITE NECESSARY

Once a form is completed, **SocialMadeSimple sends the lead information** to Pillar College's email(s) and CRM in real-time.

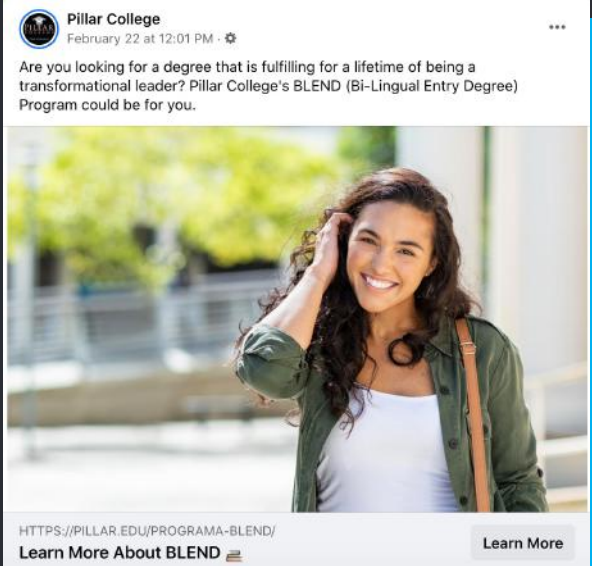


The screenshot shows a mobile-optimized lead generation form for Pillar College. At the top, it says "Pillar College" with a close button. Below is a photo of a young woman. The form asks for the following information:

- Email: rchiasson@socialmadesimple.com
- Full name: Ryan Chiasson
- Phone number: 617-614-9393 (with a country code dropdown set to US+1)

A blue "Next" button is at the bottom of the form.

SocialMadeSimple executes a paid social advertising strategy that provides Pillar College with a consistent, high-volume flow of qualified leads, generating an average of **23 leads per month**.



The screenshot shows a social media post from Pillar College. The post text reads: "Are you looking for a degree that is fulfilling for a lifetime of being a transformational leader? Pillar College's BLEND (Bi-Lingual Entry Degree) Program could be for you." Below the text is a photo of the same young woman from the form. At the bottom, there is a link: "HTTPS://PILLAR.EDU/PROGRAMA-BLEND/" and a "Learn More About BLEND" button with a right-pointing arrow. A "Learn More" button is also visible in the bottom right corner of the post area.

CUSTOM CONTENT

PUBLISHED EVERYWHERE

We schedule custom Pillar College brand content across their Facebook, Twitter, and LinkedIn pages (3 posts per week).

BOOSTED TO YOUR AUDIENCE

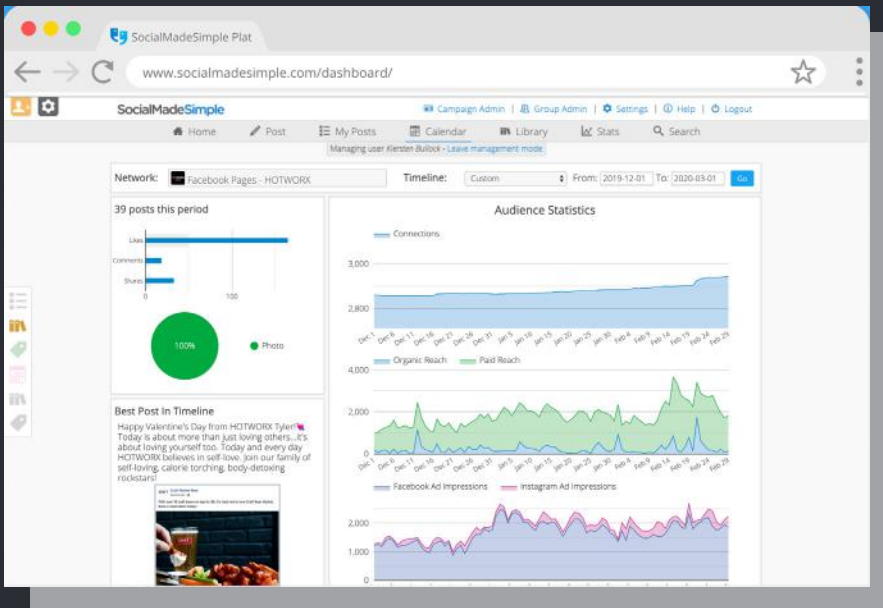
Our platform **automatically turns our published content** into boosted posts and serves them to Pillar College's target audience.

EXPERTLY CRAFTED

Skillfully crafted **social media posts that build credibility**, showcase popular programs, and position Pillar College as a leader in higher education.



SOCIALMODO



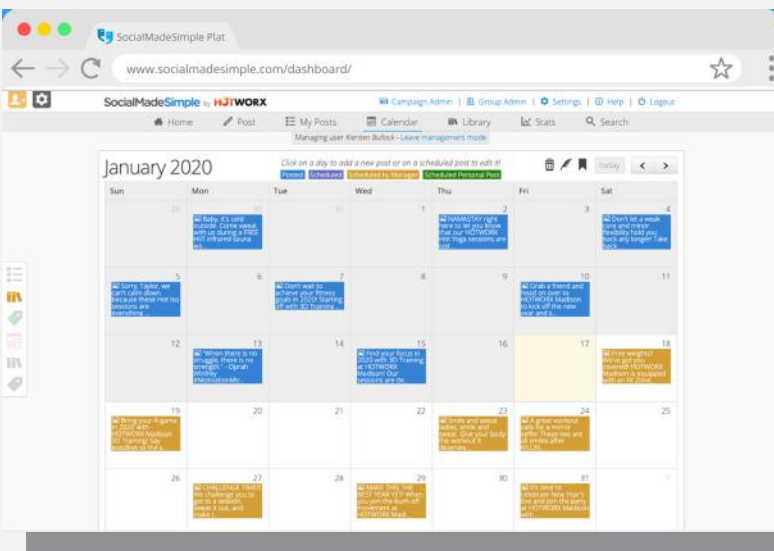
With SocialModo, SocialMadeSimple's proprietary platform, Pillar College has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

Pillar College 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 Pillar College for feedback and revisions.

THE RESULTS

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, SocialMadeSimple provides Pillar College a social marketing program that drives results.

SocialMadeSimple executes a social marketing program that consistently **increases brand awareness** and provides a **high-volume flow of qualified leads**.

21,667

AVERAGE
IMPRESSIONS/mo.

11,576

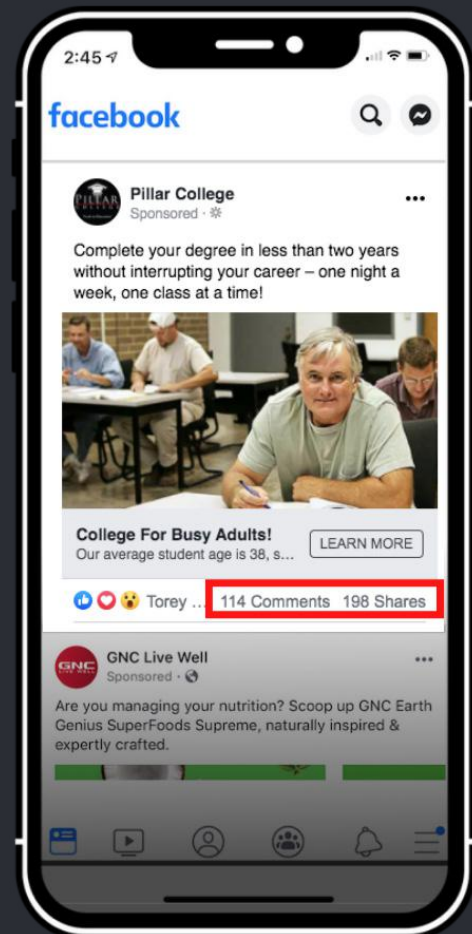
AVERAGE
REACH/mo.

23

AVERAGE
LEADS/mo.

\$8.04

COST PER LEAD



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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