



The Heritage Institute 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 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

The Heritage Institute offers professional development courses in teaching for K-12 educators through workshops, field studies, and online courses.

Over 100 courses are offered for teachers, including bullying, school violence, digital learning, ESL, health, as well as classroom subjects like social studies, math, language arts, and science.



CLIENT GOAL

The client was in need of a social marketing program that, above all else, focused on generating high-quality leads in the form of teachers purchasing courses for professional development hour requirements.

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.



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 (page views, lead generation, video views, website orders, and much more).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, SocialModo, the client can view 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.



PLATFORM:

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

→ TARGETING

TARGETING PRIMARILY FOCUSED ON:

- Interests (teachers, professional development hours, online courses, etc.)
- Lookalike audiences (using existing customer data)
- Job title (middle school math teacher, elementary school teacher, middle school teacher, middle school science teacher)
- Geographic location
- Age (24 - 50+)

OTHER KEY AUDIENCES TARGETED:

- Web traffic retargeting
- Engaged users
- Customer List

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

ADVERTISEMENTS

LEAD GENERATION ADS

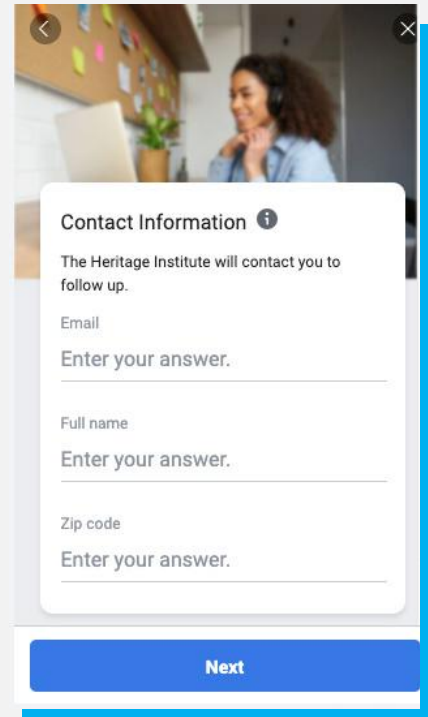
The Heritage Institute's lead generation ads are shown to targeted audiences on Facebook and Instagram.

NEW CUSTOMER WITH ONE CLICK

The lead generation forms are **completely customizable** and make it simple for a customer to register for an online course without ever having to leave Facebook or Instagram.

NO WEBSITE NECESSARY

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



The screenshot shows a video background of a woman in a blue shirt working at a desk with a laptop. Overlaid on the video is a white form titled "Contact Information" with a blue "Next" button at the bottom. The form includes a privacy notice and three input fields for contact details.

Contact Information ⓘ

The Heritage Institute will contact you to follow up.

Email
Enter your answer.

Full name
Enter your answer.

Zip code
Enter your answer.

Next

SocialMadeSimple creates, runs, and monitors hyper-targeted Facebook lead generation ad campaigns, driving real results in the form of educators registering for online courses. SocialMadeSimple executes a paid social advertising strategy that generates an average of **30 leads per month at a cost of \$8 per lead.**



The screenshot shows a Facebook advertisement for "Online Courses for Teachers" by The Heritage Institute. The ad features a video background of the same woman from the previous image. The text describes the benefits of the courses, and there is a "LEARN MORE" button.

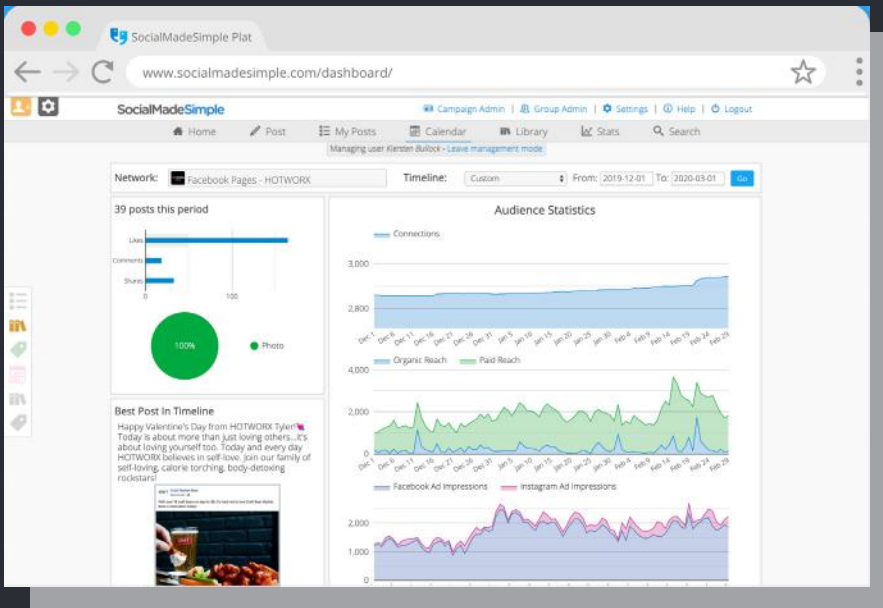
Online Courses for Teachers
Sponsored · 🌐

The Heritage Institute offers 100 + Online Courses for teachers! Choose from diverse course offerings, work with experienced instructors, and receive personalized feedback on your coursework all in a collaborative environment.

FORM ON FACEBOOK
100 + Online Teacher Courses

LEARN MORE

SOCIALMODO



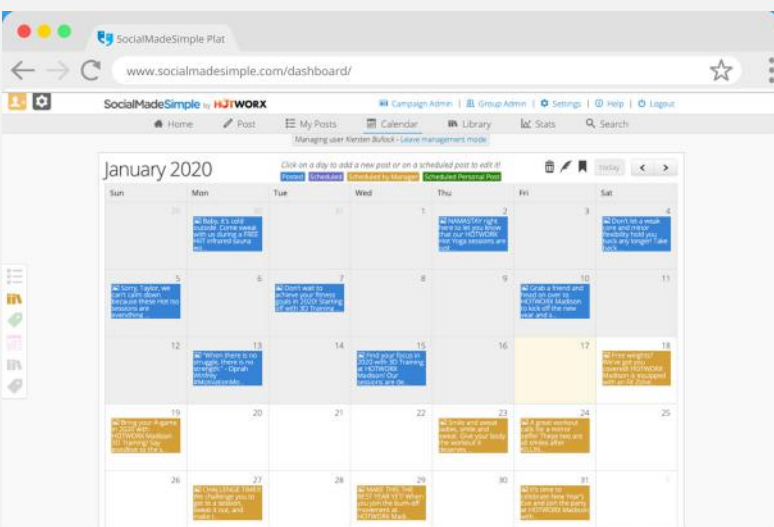
With **SocialModo**, SocialMadeSimple's proprietary platform, The Heritage Institute has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

The Heritage Institute 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 The Heritage Institute 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 The Heritage Institute a social marketing program that, in just 6 months, has generated a total of **180 leads**.

65,800+

TOTAL
IMPRESSIONS

37,500+

TOTAL
REACH

30

Average
LEADS/mo.

\$8

Average
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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