



SocialMadeSimple®

Walpole Outdoors Case Study

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

SINCE 1933 Walpole Outdoors™

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.



THE CLIENT

Walpole Outdoors is an **outdoor lifestyle company** that has set the standard for handcrafted outdoor products such as fences, gates, arbors, pergolas, gazebos, outdoor furniture, and much more.

Walpole Outdoors has helped transform America's homes for over 80 years, specializing in manufacturing, selling, and installing large outdoor structures as well as smaller interior home improvement items.



THE CHALLENGE

The client was in need of a social marketing program that focused on driving website traffic with the goal of **increasing e-commerce sales & brand recognition.**

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.



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.

PAID SOCIAL ADVERTISEMENTS

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



Create, run, and monitor hyper-targeted, local Facebook and Instagram ad campaigns, focusing on the most popular online items.



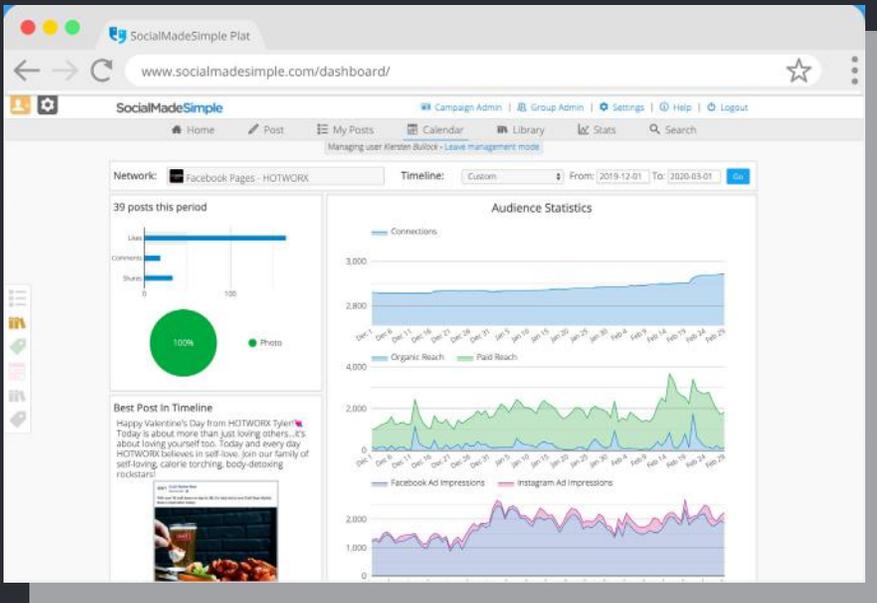
Targeting primarily focused on social media users who've engaged with Walpole Outdoors' content, past customers, and interested buyers.



Establish digital awareness of Walpole Outdoors' e-commerce catalog.



THE SOCIALMADESIMPLE PLATFORM



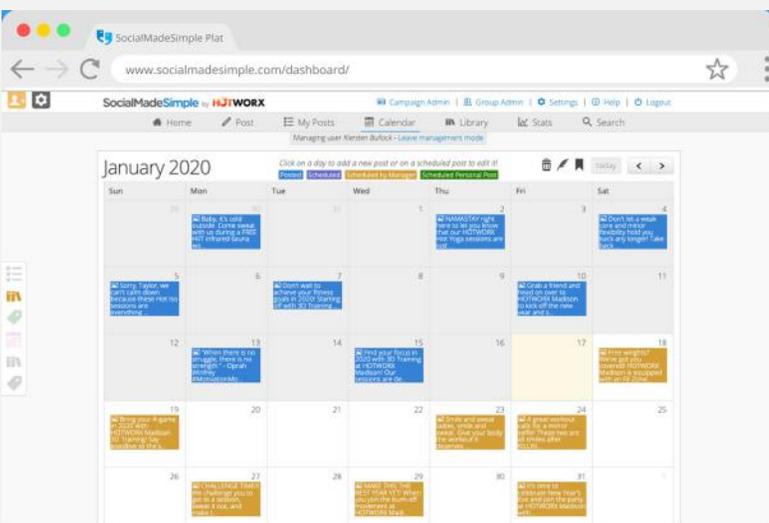
With our proprietary platform, **Walpole Outdoors** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

Walpole Outdoors 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 Walpole Outdoors for feedback and revisions.

THE RESULTS

SocialMadeSimple executed a paid social advertising strategy that yielded a substantial return-on-investment for Walpole Outdoors. In one year alone, Walpole Outdoors generated over **\$45,000+** in net revenue with the help of SocialMadeSimple's ad campaigns.

\$0.93

COST-PER-CLICK

26,800

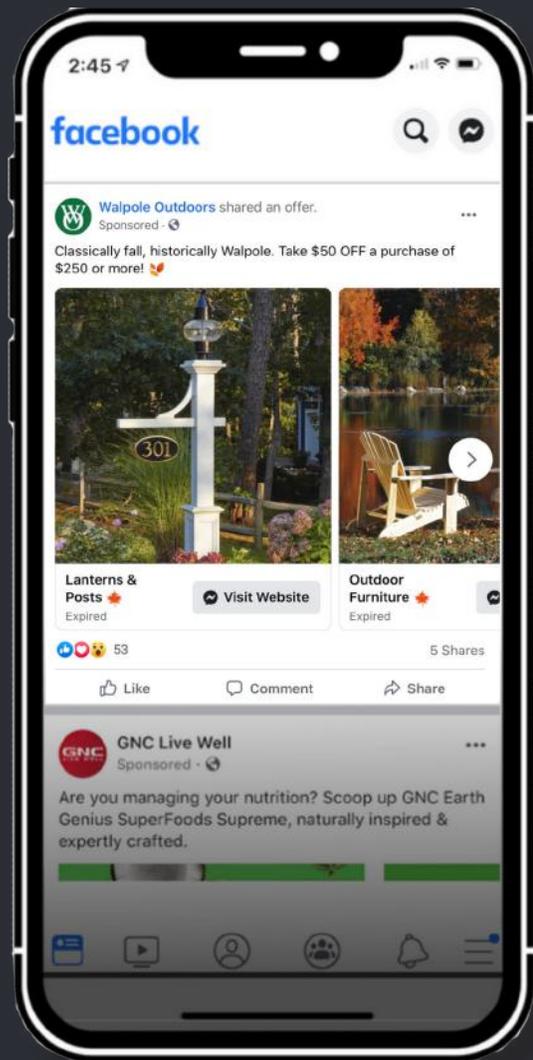
TOTAL CLICKS

\$45,000+

**NET REVENUE
GENERATED**

1 Million+

**TOTAL
IMPRESSIONS**



OUR SOCIAL MEDIA EXPERTS



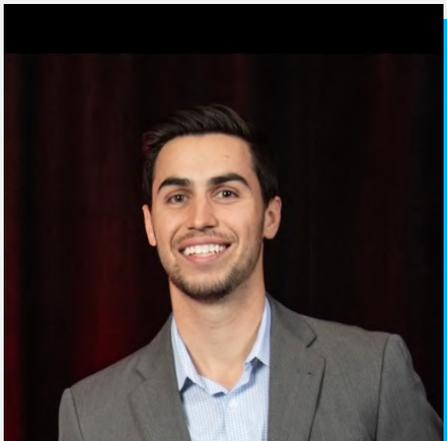
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Customer Success Manager



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LET'S WORK TOGETHER!



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