



Lawn Care Franchise Case Study

Delivering measurable results
through quality lead-generation

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

Weed Man Lawn Care is a lawn care franchise that has been growing for over 50 years, with 250+ locations across the U.S. and Canada.

SocialMadeSimple launched a **3-month social advertising pilot program** for 8 Weed Man locations.

From month one, the pilot program had immediate success and was quickly **expanded to 30 locations**. Following the pilot program, SocialMadeSimple became Weed Man's preferred paid social advertising vendor.

Today, Weed Man confidently continues its growth through a marketing strategy that provides a cohesive representation of the brand, while **actively acquiring new customers and showing a real ROI on an ongoing basis**.



THE CHALLENGE

As a seasonal business, Weed Man was in need of a custom advertising solution that would drive new affordable leads year-round. SocialMadeSimple executes franchisee programs with the following goals.

- **Generate consistent, low-cost leads that convert**
- **Increase off-season conversion opportunities**

→ PROGRAM OVERVIEW

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



SEASONALITY:

Due to Weed Man's seasonality, we developed an advertising strategy that is efficient, sustainable, and affordable.



ADVERTISEMENTS:

SocialMadeSimple creates hyper-targeted, local Facebook ad campaigns to drive real results, in the form of new customer leads and up-sells.



PLATFORM:

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

→ AD TARGETING

TARGETING PRIMARILY FOCUSED ON:

- Lookalike audiences
- General Interest (Lawn care, landscape design, weed control, Home & Garden Magazine, etc.)

OTHER KEY AUDIENCES TARGETED:

- Customer List
- Web traffic
- Non-converted leads
- Form opened but didn't submit

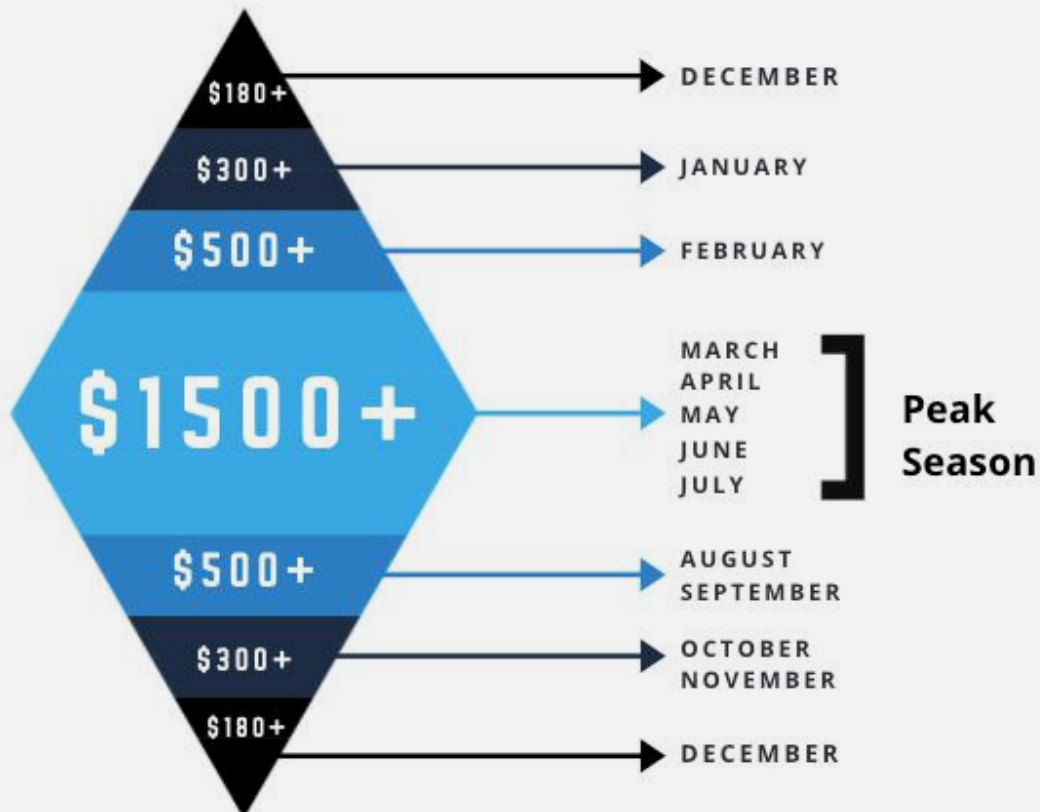
**These parameters are just key highlights and not all targeting details.*

OPTIMIZE AD CAMPAIGNS FOR SEASONALITY

SocialMadeSimple increases Weed Man's ad budget during peak seasons to acquire qualified leads that are ready to become immediate customers. During the slower seasons, it's important to stay in front of potential customers to maintain and build Weed Man's brand presence.

This allows Weed Man to acquire customers in a way that is efficient, sustainable, and affordable.

Facebook Ad Budget



ADVERTISEMENTS

LEAD GENERATION ADS

Weed Man ads are shown to targeted audiences on Facebook and Instagram. These ads are completely customizable and make it simple for a customer to receive a quote without ever having to leave Facebook or Instagram.

SocialMadeSimple sends the lead information to the Weed Man franchisee's email(s) and a CRM in real-time.

Weed Man Lawn Care - Austin, TX
Sponsored (demo)

Achieve immediate and noticeable change to the appearance of your lawn. For a limited time, get your first lawn care application for ONLY \$24.95!

BEFORE AFTER

FORM ON FACEBOOK
Start with a FREE QUOTE!
Limited time offer.

LEARN MORE

Secure your application on service for 2021!

Full name
Joe Smith

Email
joe.smith@email.com

US+1 Phone number
2345667777

US ZIP code
01234

Street address
43 Amesbury Lane

Next

Weed Man Lawn Care - Madison, WI
Sponsored

Get 50% OFF your first Landscaping Weed Control Application when you book this season! We cover:

- Rock Bed Weed Control
- Flower Bed Weed Control
- Garden Bed Weed Control
- Mulch Bed Weed Control

Your beautiful beds deserve to be WEED FREE. Let us help!

KEEP THIS WEED FREE

Start with a FREE QUOTE!
Offer ends soon.

Get Quote

Secure your application on service for 2021!

Full name
Joe Smith

Email
joe.smith@email.com

US+1 Phone number
2345667777

US ZIP code
01234

Street address
43 Amesbury Lane

Next

\$25

AVERAGE
Cost Per Lead
(Peak Season)

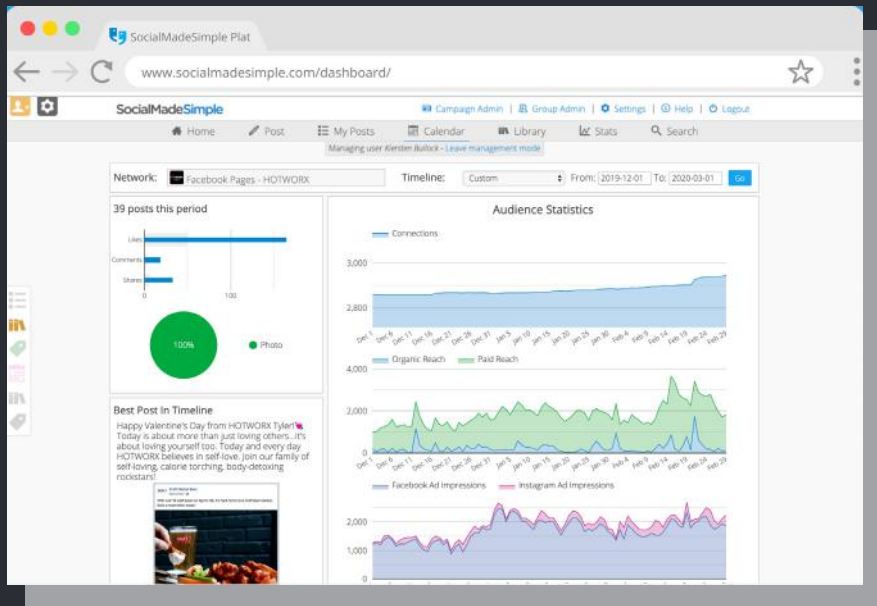
\$33

AVERAGE
Cost Per Lead
(Full Season)

+25%

LEADS GENERATED
TURN INTO CUSTOMERS

THE SOCIALMADESIMPLE PLATFORM



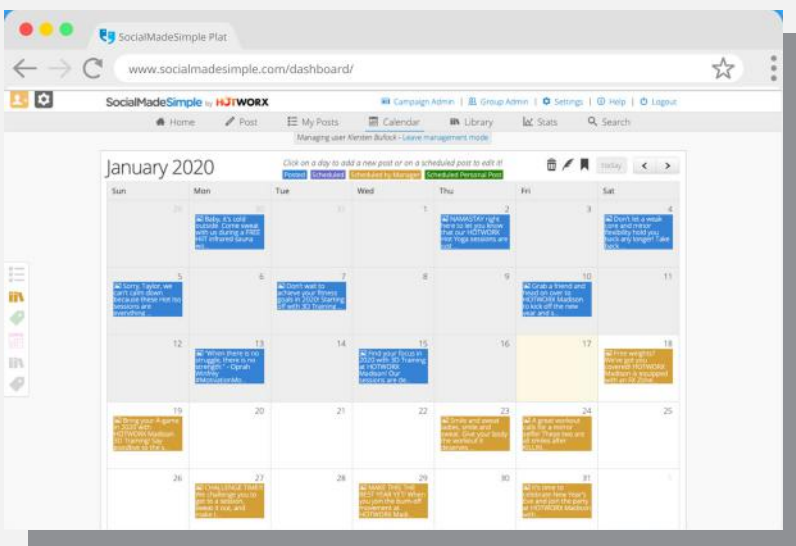
With our proprietary platform, each **Weed Man** location has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Content Weeks In Advance

We send **bi-weekly emails** to our clients for feedback and revisions.

Connected Social Networks

Post to Facebook, Instagram, Twitter, & LinkedIn with a single click.



Detailed Reporting

Weed Man 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.

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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[SCHEDULE A CALL](#)

“At the end of last week, we had **62 sales booked on the 383 leads** the campaign generated.

We booked **\$14,700 in sales** so far from it... Glad to hear you guys are an approved vendor. As I've said to you previously, I am very happy with the campaigns you ran for me this Spring.”

- Weed Man Franchisee - Multi-Unit Owner



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