



purchase  
**green**  
*Artificial Grass*



# ARTIFICIAL GRASS

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FRANCHISE MARKETING CASE STUDY



SocialMadeSimple®

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# Introduction



## 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

Purchase Green is a franchise offering premium-quality artificial grass with nationwide delivery and a network of installers.

SocialMadeSimple became the social media team for four Purchase Green locations with the goal of generating a consistent flow of leads, boosting in-store visits, and increasing brand awareness.



# Pilot Program Overview

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SocialMadeSimple offers franchises a **90-day pilot program, completely free** of charge, where they can test out the full suite of franchise social marketing services and see the success for themselves. SMS executed custom social media campaigns to **generate a consistent flow of qualified leads** for Purchase Green.

## PILOT PROGRAM STRATEGY

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### TARGETING

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- Location-Based (25+ mi. radius)
- Ages 30 - 65+
- Homeowners & Parents
- Interests:
  - Home Improvements
  - Artificial Turf
  - Landscaping
  - Golf Course
  - Home & Garden, etc.

### STRATEGY OPTIMIZATION

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- **Start of Program:** Launched ads using messaging that focused on generating requests for a quote.
- **Mid-Program:** Shifted strategies to generate in-store visits & add urgency with a new image refresh, new ad copy, and a new offer: 5% off materials plus free in-store samples.

# Results

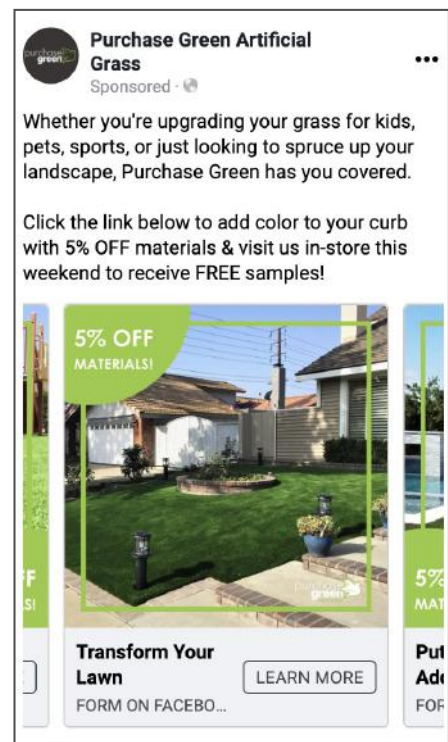
SocialMadeSimple created, monitored, & optimized hyper-targeted Facebook & Instagram ads for four franchisees.

**In 90-days, Purchase Green generated 25 in-person appointments** through the success of the lead generation ad campaigns.

**25**  
**Appointments Booked**

## 90-DAY CAMPAIGN

<b>100K+</b>	<b>TOTAL IMPRESSIONS</b>
<b>50K+</b>	<b>TOTAL REACH</b>
<b>100+</b>	<b>OFFERS CLAIMED</b>
<b>\$24</b>	<b>AVERAGE COST PER LEAD</b>





# Contact

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[SCHEDULE A CALL](#)

## TEST-DRIVE SOCIAL, COMPLETELY FREE!

**RYAN CHIASSON**

*Business Development Manager*

[ryan@socialmadesimple.com](mailto:ryan@socialmadesimple.com)

781.728.5690



**SocialMadeSimple**<sup>®</sup>

[SOCIALMADESIMPLE.COM](http://SOCIALMADESIMPLE.COM)

