



BREAD BAKERY

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

Great Harvest Bread Company is a bread bakery franchise with **over 200 store locations** across the United States.

SocialMadeSimple became the social media team for five locations with the goal of **growing their social following** and **boosting brand awareness**.



Program Overview

Great Harvest Bread Co. participated in a **90-day pilot program, completely free** of charge. We created **custom content** and executed **localized Facebook and Instagram ad campaigns** across five Great Harvest Bread Company locations.

Following the pilot program, SocialMadeSimple became the **preferred social media vendor** for the Great Harvest Bread Co. brand.

Honolulu, HI • Woodbury, NY • Pittsburgh, PA • Stow, OH • Temecula, CA

ADVERTISING STRATEGY

TARGETING

- Location-Based (10+ mi. radius)
- Ages 18 - 65+
- Interests:
 - Bakery
 - Panera Bread
 - Healthy Food
 - Pastry
 - Bread, etc.

STRATEGY OPTIMIZATION

- **Start of Program:** Launched Facebook ads with holiday-themed messaging in a web traffic ad campaign to drive website visits and increase sales.
- **Mid-Program:** Shifted strategies to a Page Likes campaign to grow and engage Great Harvest Bread Co.'s Facebook community.

Program Overview

To increase the social presence of Great Harvest Bread Co., we published **custom content** to each location's social page **3 times per week**. Additionally, **high-performing content is automatically boosted** to reach and engage a larger audience.

ORGANIC CONTENT STRATEGY

FRANCHISEE-SPECIFIC

- **Customized content strategy** for each Great Harvest location.
- **Custom creative imagery** based on menu items unique to each franchisee.
- **Adjusted scheduling & messaging** based on seasonal promotions.

BOOSTED POSTS

- **Sponsored posts** served to the target audience.
- Posts published **3x per week**.
- Reach an audience **beyond existing followers**.



90-Day Results

ADVERTISING RESULTS

SocialMadeSimple created, monitored, and optimized **Page Likes ad campaigns** for Great Harvest Bread Co.

Through the success of these ads, the participating franchisees **generated a consistent flow of Facebook Page Likes** and effectively **boosted their brand awareness** in just 90 days.

3,883%

Increase In Page Likes

CAMPAIGN RESULTS

7,129

TOTAL CLICKS

350K+

TOTAL AD VIEWS

3,883%

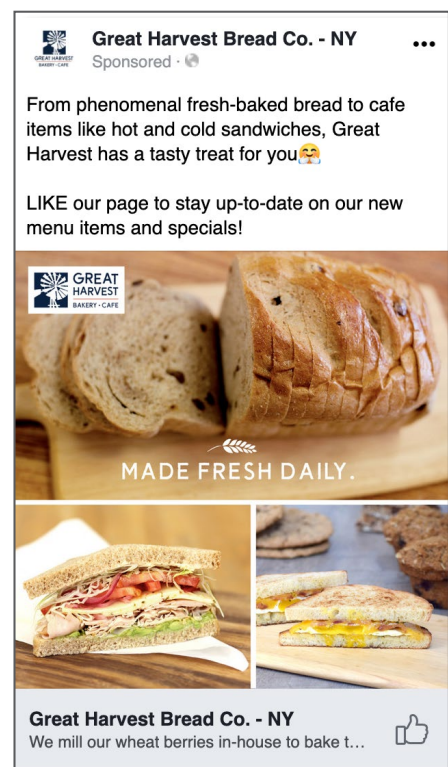
INCREASE IN TOTAL PAGE LIKES

1,600

TOTAL PAGE LIKES GENERATED

\$0.93

AVERAGE COST PER LIKE



90-Day Results

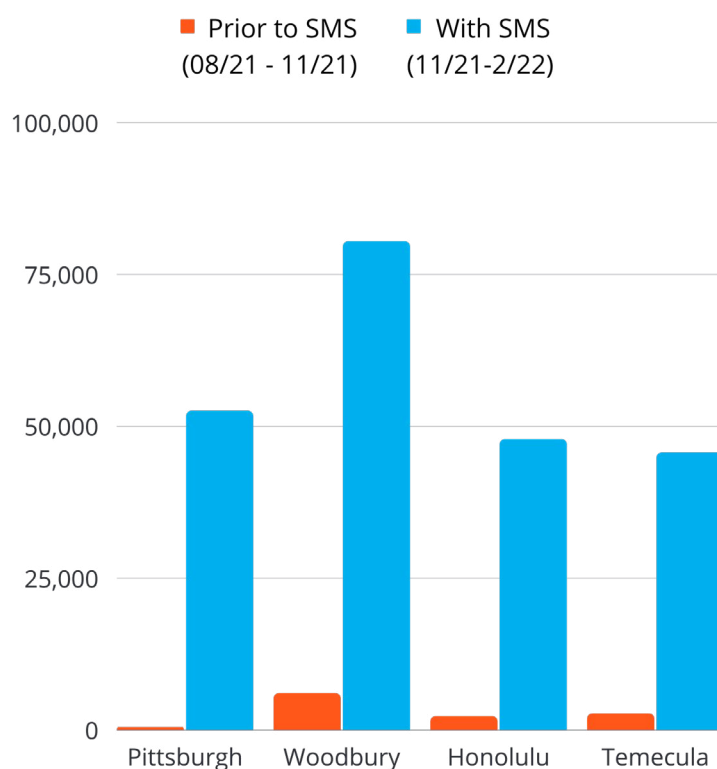
ORGANIC CONTENT RESULTS

SocialMadeSimple created **custom on-brand content posts** that showcased popular menu items and promoted the freshness & tastiness of all menu items.

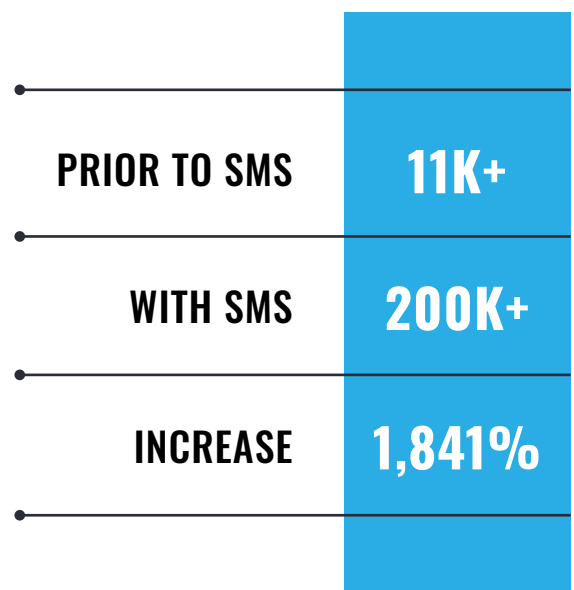
These skillfully crafted social media posts **built credibility, spread brand awareness**, & positioned Great Harvest Bread Co. as a leader in the industry.

110%
Increase In Facebook
Posts Published

FACEBOOK PAGE REACH



TOTAL REACH



Contact



[SCHEDULE A CALL](#)

TEST-DRIVE SOCIAL, COMPLETELY FREE!

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