



YOGA STUDIO

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple®

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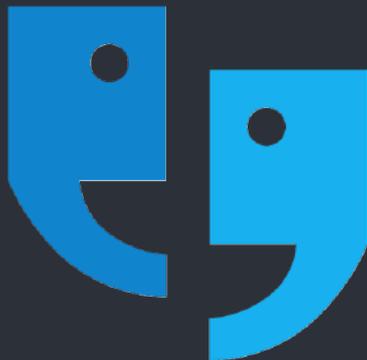
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Introduction



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

Honor Yoga is a **yoga studio franchise** offering beginner-friendly and accessible yoga opportunities for all ages, both at the local and global levels. Honor Yoga also offers in-studio and online yoga teacher training sessions.

SocialMadeSimple became the **social media team for five Honor Yoga franchisees** with the goal of providing measurable results in the form of discount offers claimed, teacher training sign-ups, & an increase in overall brand awareness.

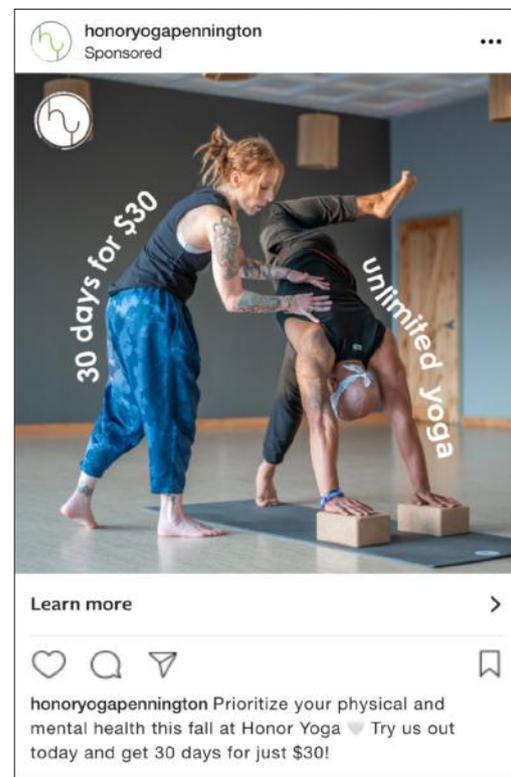
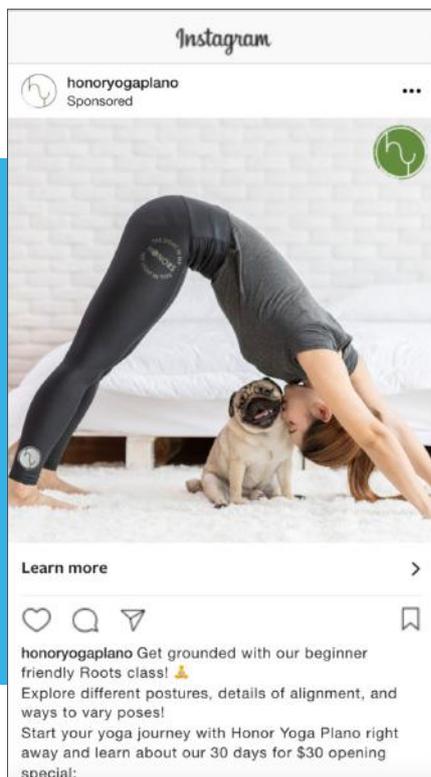


Pilot Program Overview

SocialMadeSimple offers qualifying franchises a **90-day pilot program, completely free of charge**. Brands can test out our full suite of franchise social marketing services and see the success for themselves.

We created **custom content** posts and executed localized **Facebook and Instagram ad campaigns** for Honor Yoga's participating franchisees.

Plano, TX • Naples, FL • Pennington, NJ • Cleveland, OH • Hamilton, NJ



Content Strategy

SocialMadeSimple **skillfully crafted social media posts** for Honor Yoga Plano, Texas to build credibility, showcase the brand & its benefits, and positioned Honor Yoga as a leader in the fitness space.

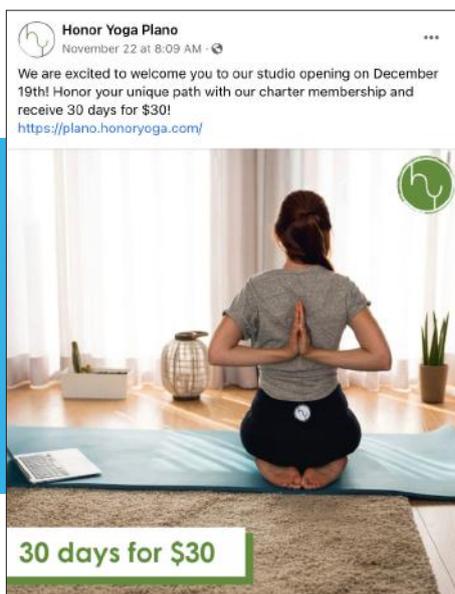
BOOSTED POSTS

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

MESSAGING

- Highlight the **various classes** offered.
- Promote Plano, TX **studio opening**.
- Encourage the audience to claim a **discount offer**.

CONTENT RESULTS



| | |
|--------|--------------------------|
| 4.2K+ | TOTAL IMPRESSIONS |
| 2.5K+ | TOTAL REACH |
| 700+ | TOTAL POST ENGAGEMENTS |
| \$0.14 | AVG. COST PER ENGAGEMENT |

Advertising Strategy

SocialMadeSimple created, monitored, & optimized lead gen ad campaigns designed to **generate leads in the form of offers claimed.**

Users submit their info directly on Facebook or Instagram to claim a discount offer and their info is delivered to Honor Yoga in real-time.

TEACHER TRAINING CAMPAIGN

TARGETING

- **Ages:** 23 - 55+
- **Job title:** Yoga Instructor or Yoga Teacher
- **Interests:** Yoga Alliance, Meditation, Health & Wellness, etc.

LEAD GENERATION CAMPAIGN

TARGETING

- **Location-based** (10+ mi. radius)
- **Ages:** 18 - 65+
- **Interests:** Mindfulness, Health & Wellness, Meditation, Lululemon Athletica, Yoga, etc.

We also executed a **teacher training ad campaign** for Honor Yoga's corporate and Naples Pages.

Through the success of these lead gen ads, Honor Yoga drove a consistent flow of **sign-ups for a Teacher Training Program** & spread awareness for the program.

Ad Results

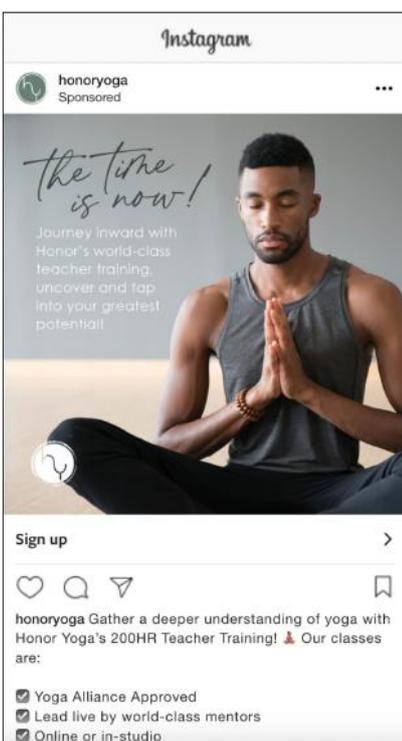


LEAD GENERATION CAMPAIGN

| | |
|--------|------------------------|
| 121K+ | TOTAL IMPRESSIONS |
| 51.4K+ | TOTAL REACH |
| 350+ | OFFERS CLAIMED (LEADS) |
| \$10 | AVG. COST PER LEAD |



TEACHER TRAINING CAMPAIGN



| | |
|--------------------|--------|
| TOTAL IMPRESSIONS | 23.4K+ |
| TOTAL REACH | 12.3K+ |
| TOTAL SIGN-UPS | 52 |
| AVG. COST PER LEAD | \$20 |

Contact



[SCHEDULE A CALL](#)

TEST-DRIVE SOCIAL, COMPLETELY FREE!

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