

ICE CREAM

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple

Contents

Introduction

03

Pilot Program Overview

04

Content Strategy

05

Advertising Strategy

06

Pilot Program Results

07

Contact

08

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

Milkster Nitrogen Creamery is an **ice cream franchise** that uses liquid nitrogen to custom-make every order.

In a 90-day franchise marketing pilot program, SocialMadeSimple became the social media team for five Milkster locations across the U.S. with the goal of **driving tangible results in the form of in-store visits, sales, and brand awareness.**

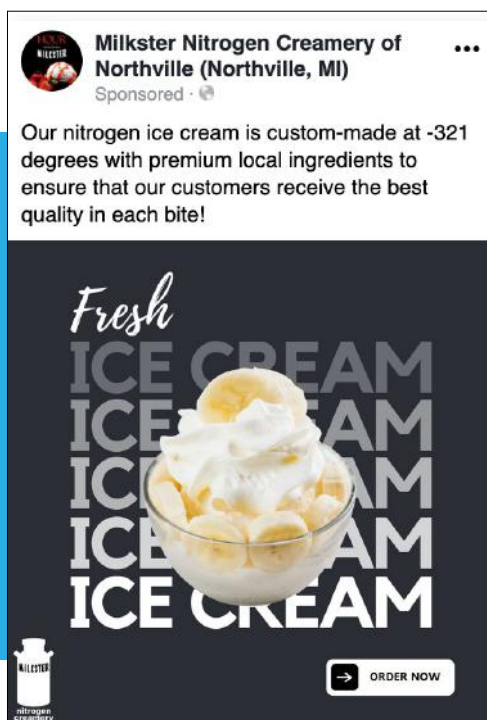


Pilot Program Overview

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 Milkster's participating franchisees.

Toledo, OH • Northville, MI • Albion, MI • Eaton Rapids, MI • Jonesville, MI



Content Strategy

SocialMadeSimple **skillfully crafted social media posts** for Milkster to build credibility, showcase the brand, and spread brand awareness.

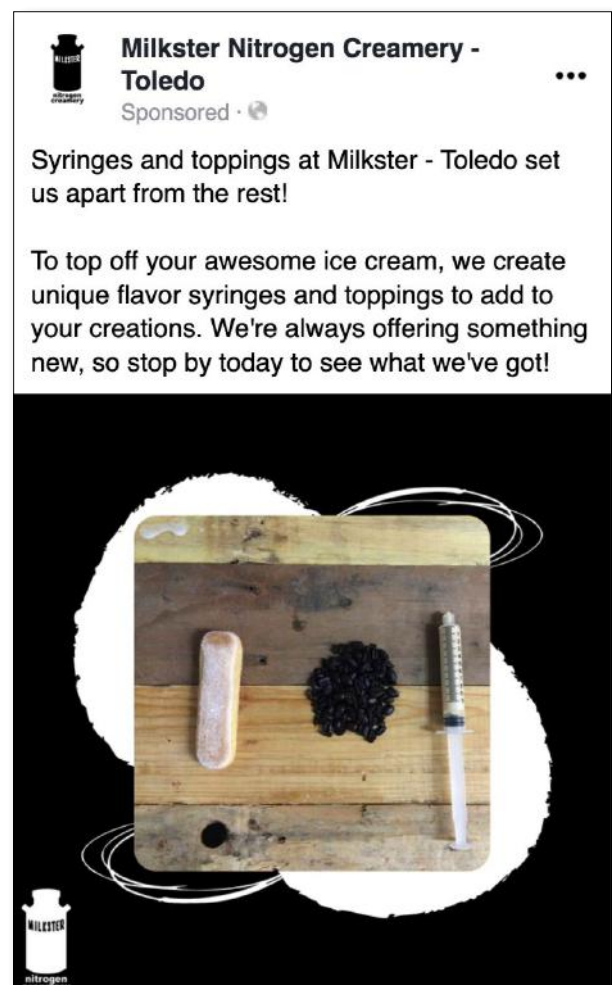
SocialMadeSimple's content strategy effectively **strengthened the franchisee's social media presence** by producing world-class creative imagery, reaching the brand's marketing personas, and optimizing strategies for the best results.

BOOSTED POSTS

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

MESSAGING

- **Fun & conversational** tone.
- **Vibrant imagery** highlighting endless flavors.
- Encourage the audience to **redeem a discount offer**.



Advertising Strategy

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** 5+ mi. radius
- **Ages:** 18 - 65+
- **Interests:**
 - Ice Cream Parlor
 - Desserts
 - Chocolate
 - Ice cream
 - Ben & Jerry's
 - Häagen-Dazs
 - Gelato

**Example of targeting parameters, not an exhaustive list*

• **Start of Program**

SocialMadeSimple created and monitored ad campaigns that **encouraged audiences to download a Buy One Get One Free (BOGO) offer** and use it in-store.

• **Mid-Program**

Shifted strategies to a Facebook Messenger campaign that **promoted a BOGO offer with a goal of Messenger conversations.** Users are encouraged to redeem an offer, a Messenger conversation starts automatically, and they can select a prompted response.



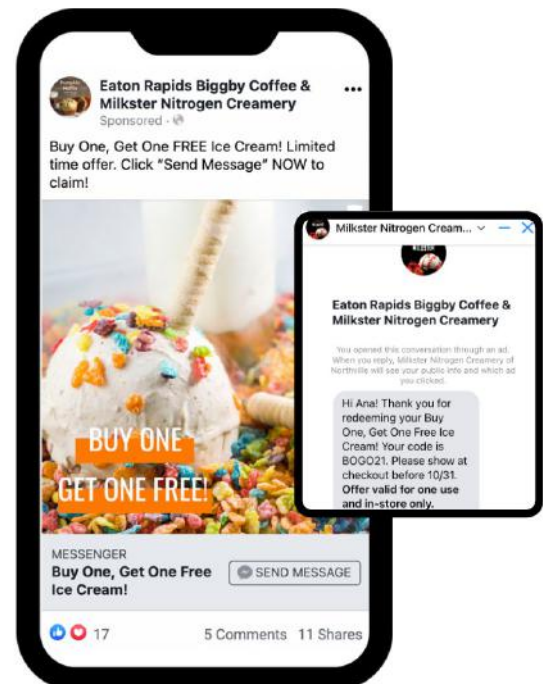
Program Results

Through the success of SocialMadeSimple's free 90-day pilot program, Milkster **increased brand awareness** across all participating locations and saw a **spike in in-store visits** due to the consistent flow of offers claimed.



MESSENGER CAMPAIGN

256K+	TOTAL IMPRESSIONS
99.3K+	TOTAL REACH
2.8K+	OFFERS CLAIMED
\$0.55	AVG. COST PER OFFER CLAIMED
83	CONVERSATIONS STARTED



Contact



[SCHEDULE A CALL](#)

TEST-DRIVE SOCIAL, COMPLETELY FREE!

RYAN CHIASSON

Business Development Manager

rchiasson@socialmadesimple.com

781.728.5690



SocialMadeSimple

SOCIALMADESIMPLE.COM

