



**MEN IN
KILTS®**

MEN IN KILTS

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple

Contents

Introduction

03

Advertising Strategy

04

Content Strategy

05

SocialModo

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

Men In Kilts (MIK) is a franchise that offers friendly, kilt-wearing **exterior house cleaning services.**

In a **90-day franchise marketing pilot program**, SocialMadeSimple created **custom content posts** and executed **hyper-local advertising campaigns.**

Men In Kilts was in need of a social marketing program that **effectively drove leads** for its franchisees in the form of sales and qualified job candidates.

Cincinnati, OH • Denver, CO • London, ON • Vancouver, BC



Content Strategy

SocialMadeSimple posted **custom content** to each location's Facebook Page to build credibility, showcase the brand, and position Men In Kilts as a leader in the industry.

These social media posts were **skillfully crafted** and **continuously optimized** while maintaining a **consistent posting frequency** for the best engagement results.

BOOSTED POSTS

- The SMS platform, SocialModo, turns **high-performing content** into boosted posts.
- Boosted posts are served to your **target audience**.
- A new audience is reached **beyond existing followers**.

MESSAGING

- Promote **offers** and **employment opportunities**.
- Use a **fun & friendly tone** to highlight services & unique kilt uniforms.
- Call attention to MIK's **competitive differentiators**.



Advertising Strategy

SocialMadeSimple created, monitored, and optimized **lead generation ad campaigns** on Facebook and Instagram with two different ad objectives, **employee recruitment** and **discount offers**.

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** 15+ mi. radius
- **Ages:** 18 - 65+
- **Interests:**
 - **Recruitment Ads:** Employment, Career Development, Customer Services, etc.
 - **Offer Ads:** Home Improvement, Window Cleaner, Housekeeping, etc.

Recruitment Ads

- Generate new qualified employees.
- Reach thousands of potential employees.
- Allow MIK to keep up with growing customer demand.

Offer Ads

- Generate new customers & boost revenues.
- Re-engage past customers.
- Reach thousands of potential clients.

SocialModo

With **SocialMadeSimple's platform**, SocialModo, Men in Kilts' franchisees have the ability to view and manage their **content calendar, campaign stats, and aggregated messages** across Facebook and Instagram in real-time with **24/7 access**.

Content

We send bi-weekly emails to Men in Kilts' franchisees for feedback and revisions.

Social Networks

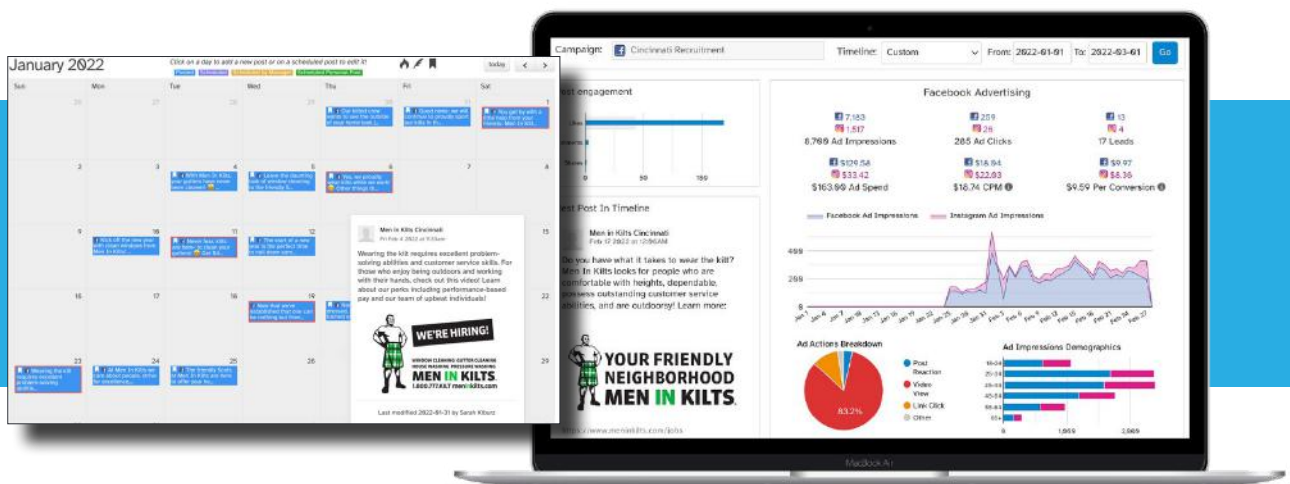
Schedule & publish posts to each location's Facebook and Instagram with a single click.

Reporting

Men in Kilts' franchisees receive reporting via analytics dashboards and emails.

Support

Men in Kilts' dedicated Client Success Manager is available for support.



Program Results

Through the success of SocialMadeSimple's advertising campaigns and custom content strategy, Men in Kilts' franchisee locations generated a **consistent flow of tangible results**, including **114,000+ total ad views**.

Today, we are the preferred social media vendor for Men in Kilts.



90-DAY RESULTS

131	RECRUITMENT LEADS
27	SALES LEADS
\$9	AVG. COST PER LEAD

CONTENT RESULTS



Men In Kilts Denver
Sponsored · 🌐

Plain and simple...everything's better in a Kilt!
Including taking care of your home 🏡

From window and gutter cleaning to house and pressure washing, we have your home covered from head to toe. Click "Learn More" to get started 🙌 and use code SOCIAL40 for \$40 OFF any service!

MEN IN KILTS
\$40 OFF ANY OF OUR SERVICES!

- Gutter Cleaning
- Window Cleaning
- Pressure Washing
- House Cleaning

PROMO CODE:
SOCIAL40

*Terms and conditions apply

FORM ON FACEBOOK
SOCIAL40 | \$40 Off
Everything's better in a kilt!

Learn more

Contact



[SCHEDULE A CALL](#)

TEST-DRIVE SOCIAL, COMPLETELY FREE!

RYAN CHIASSON

Business Development Manager

rchiasson@socialmadesimple.com

781.728.5690



SocialMadeSimple

SOCIALMADESIMPLE.COM

