



MOSQUITO HERO

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

Mosquito Hero is a **mosquito & tick control franchise with over 250 locations** and powered by Weed Man Lawn Care, the #1 Lawn Care franchise in North America. As a seasonal business, Mosquito Hero needed a custom social advertising solution to **generate consistent, low-cost leads** and **increase off-season conversion opportunities.**

SocialMadeSimple is the go-to social media solution for 24 Mosquito Hero locations and counting!



How We Do It

SUPPORT

Each Mosquito Hero location is assigned a **team of social marketing experts** including a Client Success Manager, Digital Ads Specialist, and a group of in-house Content Specialists.

ADVERTISING

Our custom advertising campaigns are tailored to Mosquito Hero's needs. We create, optimize, and monitor Facebook and Instagram ads to achieve the brand's desired objectives.

REPORTING

With 24/7 access to our platform, SocialModo, Mosquito Hero views real-time reports on campaign performance. Additionally, Mosquito Hero receives weekly reporting emails.



Advertising Campaigns

SocialMadeSimple creates **localized hyper-targeted ad campaigns** that reach Mosquito Hero's marketing personas, blends a **data-backed strategy** around paid social advertising, and **drives tangible results**.

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** (zipcode)
- **Ages:** 25 - 65+
- **Homeowners or Parents**
- **Interests:**
 - Pesticide, Insecticide, Insect repellent, Mosquito or Home Service

**The displayed targeting parameters are key highlights & not all targeting details.*

SEASONAL STRATEGY

- **Peak Seasons:** SMS utilizes lead generation campaigns with **increased ad budgets** to acquire qualified leads that are ready to become immediate customers.
- **Off-Peak Seasons:** SMS utilizes brand awareness campaigns with **reduced ad budgets** to increase the volume of people reached and to keep Mosquito Hero front of mind.

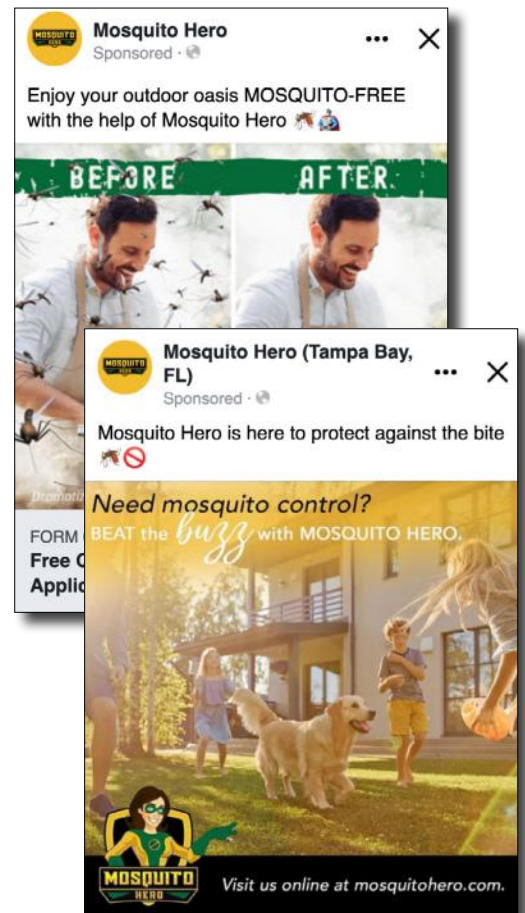
Results

Through the success of SocialMadeSimple's paid social advertising campaigns, Mosquito Hero generates real results and **acquires customers** in a way that is **efficient, sustainable, and affordable.**



ANNUAL RESULTS

1.8M	TOTAL IMPRESSIONS
800K	TOTAL REACH
1.4K	LEADS GENERATED
\$40	AVG. COST PER LEAD (ANNUAL)
\$18	AVG. COST PER LEAD (PEAK)



Contact



LET'S WORK TOGETHER!

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