



SocialMadeSimple®



NEXTAFF®

FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

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INTRODUCTION



ABOUT SOCIALMADESIMPLE

SocialMadeSimple is a **digital marketing agency** operating since 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

NEXTAFF is an employment and staffing agency that offers employers a range of staffing services and solutions.

Five NEXTAFF locations completed a 90-day Pilot Program where they tested out SocialMadeSimple's services free of charge. The franchise was in need of a social marketing program that, above all, provided measurable results in the form of **qualified job candidates & high-value business partnership opportunities.**

Today, SocialMadeSimple is the go-to social media marketing solution for 17 Nextaff locations & counting!



NEXTAFF





PILOT PROGRAM STRATEGY

SocialMadeSimple created, monitored, and optimized **lead generation Facebook and Instagram ads** for five locations, customized across each NEXTAFF location.







For most NEXTAFF locations, these ad campaigns had the objective of **generating leads in the form of candidates applying for a new job position**. For one NEXTAFF location, SocialMadeSimple created lead generation ads with the objective of **generating new business clients** - Businesses looking to hire new employees through NEXTAFF.

TARGETING

-  15+ mi. of location
-  Ages 18 - 60
-  *Business client campaigns:*
Special Ad Audience based on customer list - nursing contacts
-  *Job candidate campaigns:*
Healthcare & industrial career-based interests (healthcare, shift work, job hunting, entry-level job, etc.)

This is an example of targeting criteria, not an exhaustive list.

MESSAGING

-  A clear description of job type, title, & benefits
-  Simple & straight to the point
-  Imagery of workers in the healthcare & warehouse areas
-  Call attention to Nextaff's unique proprietary X-FACTOR model

90-DAY PILOT PROGRAM RESULTS

Through the success of SocialMadeSimple's Franchise Marketing Pilot Program, NEXTAFF's lead generation advertisements generated a consistent flow of qualified leads!

Job Candidate Campaign

64,822

Total Impressions

21,964

Total Reach

134

Total Job Applicants

\$9.29

Avg. Cost Per Lead

Business Client Campaign

6,115

Total Impressions

3,366

Total Reach

5

New Business Clients

\$61.71

Avg. Cost Per Lead

Nextaff Sponsored

Looking for a job in the West Tennessee area? We are NOW HIRING for warehouse positions. Fill out the short form below to apply.

NEXTAFF

NOW HIRING

FORM ON FACEBOOK
Hiring Nurses! Great Pay!
Best Staffing Agency!

Apply Now

Nextaff Sponsored

NEXTAFF is looking for experienced and qualified LPNs and RNs in all of West Tennessee! Count on \$20-\$40/hr, weekly pay, flexible shifts, benefits, and more!

NEXTAFF

NOW HIRING

Applying Is Easy!
Hiring certified nurses only. 12-hour shifts. 1st and 2nd with rotation. Submit your information below to apply!

FORM ON FACEBOOK
Now Hiring Nurses!
Best Staffing Agency!

APPLY NOW

WHERE ARE THEY NOW?

Starting with five NEXTAFF locations in a free 90-day Pilot Program, SocialMadeSimple currently fulfills social marketing programs for 17 NEXTAFF locations, generating new business through custom social media ad campaigns.

Here are the results for all NEXTAFF franchisees nine months post Pilot Program!

Job Candidate Campaign

2,161,048

Total Impressions

468,004

Total Reach

6,243

Total Job Applicants

\$7.81

Avg. Cost Per Lead

Business Client Campaign

310,324

Total Impressions

103,903

Total Reach

315

New Business Clients

\$38.10

Avg. Cost Per Lead

*"The SMS team ROCKS! **Nextaff has seen a sizable increase in applicant traffic and sales leads due to our partnership with SocialMadeSimple!** The numbers average double what we could do on our own for all our campaigns. We had one hit 4x over our results! The best part is how simple the process is - give them your requirements, set up your account - and done!"*

-Dane, Managing Partner of NEXTAFF Denver

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule a Call](#)



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