



**Kidokinetics**

PLAY CONFIDENT

# KIDOKINETICS

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

Kidokinetics is a **children's fitness franchise** offering all-around sports fitness programs for kids of all ages and fitness levels through **local camps & classes.**

They needed a social media marketing strategy that could effectively **boost brand awareness, drive web traffic, & generate class bookings.** Five Kidokinetics locations participated in a free **90-day Franchise Marketing Pilot Program** where SocialMadeSimple met each of their needs seamlessly.



# Advertising

We created, monitored, and optimized **lead generation ad campaigns on Facebook and Instagram** that drove sales leads by promoting pop-up playdates, offering the chance to win a free field day, and more.

## STRATEGY OPTIMIZATION

### TARGETING

- **Location-Based:** ZIP Code
- **Ages:** 20 - 60
- **Parents:** New Parents (0-12 months), Parents with toddlers (1-2 yrs.), Parents with preschoolers (3-5 yrs.), etc.
- **Interests:** Health & Wellness, Physical Fitness, Early Childhood Education, Child Development, etc.

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

### LEAD GENERATION

- Users **submit a form** without leaving Facebook/Instagram.
- Lead information is **delivered directly** to Kidokinetics in real-time.
- Lead generation forms are completely **customizable** & make it **convenient** to book a pop-up playdate.



# Content Posting

SocialMadeSimple **posted custom content 3x/week** to each location's Facebook Page to build credibility, showcase the brand, and position Kidokinetics as a leader in the industry.

These social media posts were **skillfully crafted**, maintained a **consistent posting frequency**, and were **continuously optimized** for the best results in the form of engagement.

## STRATEGY OPTIMIZATION

### BOOSTED POSTS

- Our platform, SocialModo, turns **high-performing content** into boosted posts.
- Boosted posts are served to your **target audience**.
- Reach an audience **beyond existing followers**.



### MESSAGING

- Highlight the **variety of sports & activities** as well as client testimonials.
- Promote **pop-up playdates** & showcase **kiddos having fun**.
- Implement content that is **educational** and encourages **engagement**.

# SocialModo

With **SocialMadeSimple's platform**, SocialModo, Kidokinetics' 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 Kidokinetics' franchisees for feedback and revisions.

## Social Networks

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

## Reporting

Kidokinetics' franchisees receive comprehensive reporting via analytics dashboards and emails.

## Support

Kidokinetics' dedicated Client Success Manager is available for support or campaign updates.



# Pilot Program Results

Through the success of SocialMadeSimple's advertising campaigns and custom content strategy, Kidokinetics' franchisee locations **generated a consistent flow of tangible results.**

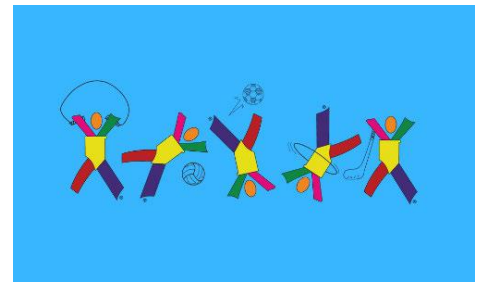


## 90-DAY RESULTS

222K+	TOTAL IMPRESSIONS
68K+	TOTAL REACH
2.6K+	TOTAL AD CLICKS
182	TOTAL LEADS GENERATED
\$13	AVG. COST PER LEAD



# Where Are They Today?

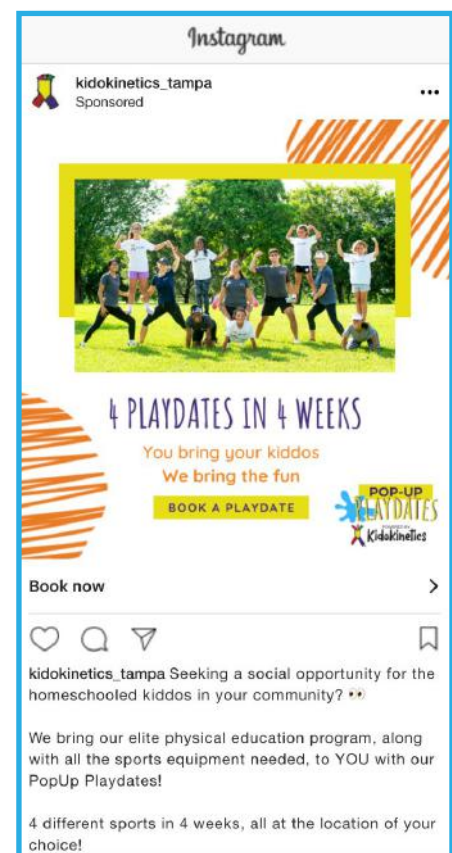


After a successful 90-day Pilot Program, SocialMadeSimple has become the **preferred social media vendor** for Kidokinetics. The client continues their growth on social media through strategy-driven ad campaigns & expert-crafted organic content posts.

Here's a sneak peek at the performance of two locations, four months post-pilot!

## PERFORMANCE RESULTS

74K+	TOTAL IMPRESSIONS
30K+	TOTAL REACH
964	TOTAL AD CLICKS
60	TOTAL LEADS GENERATED
\$13.52	AVG. COST PER LEAD





# Contact

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## LET'S WORK TOGETHER!

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**SCHEDULE A CALL**



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