



SocialMadeSimple



Pita Pit

FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

CASE STUDY OVERVIEW

01. SocialMadeSimple &
The Client

04. Advertising
Performance

02. Pilot Program
Strategy

05. SocialModo

03. Content
Performance

06. Test-Drive Social,
Completely Free



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

Pita Pit is a Canadian quick-service restaurant franchise that serves pita sandwiches through online ordering, delivery, & catering to those craving a healthier alternative to fast-food.

Five Pita Pit franchisees participated in a **90-day Franchise Marketing Pilot Program** with the goal of using social media to drive measurable results in the form of **online orders & raised brand awareness.**



PILOT PROGRAM STRATEGY

SocialMadeSimple combined a data-backed strategy around **localized social advertising campaigns** and **publishing organic content**. We ran franchisee programs for 5 Pita Pit locations, becoming each franchisee's dedicated social media team.

TARGETING



Location-Based: 2 miles of each location



Ages: 20 - 60



Lookalike Audiences: Based on past customer lists and Facebook/Instagram engagement

MESSAGING



Healthy and delicious meals



Fun and conversational tone



Close-up imagery of food

CREATIVE IMAGERY

For the creative of Pita Pit's ad campaigns & content posts, SocialMadeSimple created **vibrant graphics** that utilized imagery of popular and/or new **menu items**, called **attention to the BOGO offer**, and highlighted the endless **options of delicious meals**.



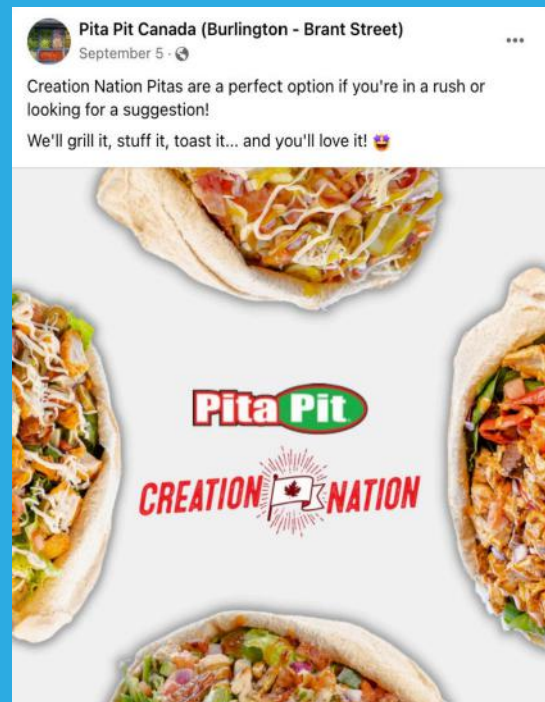
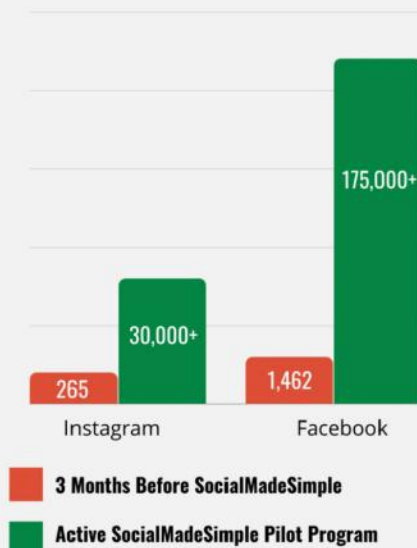
CONTENT PERFORMANCE

SocialMadeSimple created custom on-brand content posts that showcase the business, their food, promotions, & services. These skillfully crafted social media posts build credibility, spread brand awareness, & position Pita Pit as a leader in the fast-food restaurant space.

Published Content Prior To SMS vs With SMS

	Brant St	Appleby Village	Appleby Line	Fairview	Walker Line	Total
5/3/21 - 8/2/21	11	9	9	18	5	52
8/3/21 - 11/3/21	36	36	36	36	36	180

Total Page Reach



ADVERTISEMENT PERFORMANCE

SocialMadeSimple created, monitored, & optimized web traffic campaigns to encourage online orders and brand awareness. Through the success of these ads, Pita Pit generated a consistent flow of online orders and brand recognition.

90-DAY CAMPAIGN TOTALS

TOTAL ADVERTISEMENT RESULTS

366,997

Impressions

155,553

Reach

5,660

Clicks

153

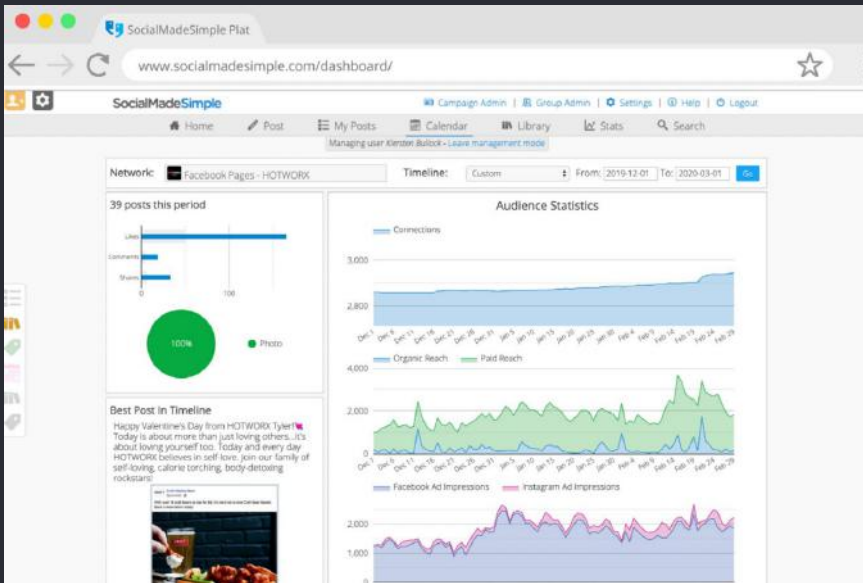
Total Promo Codes Used

\$0.32

Avg. Cost Per Click



SOCIALMODO



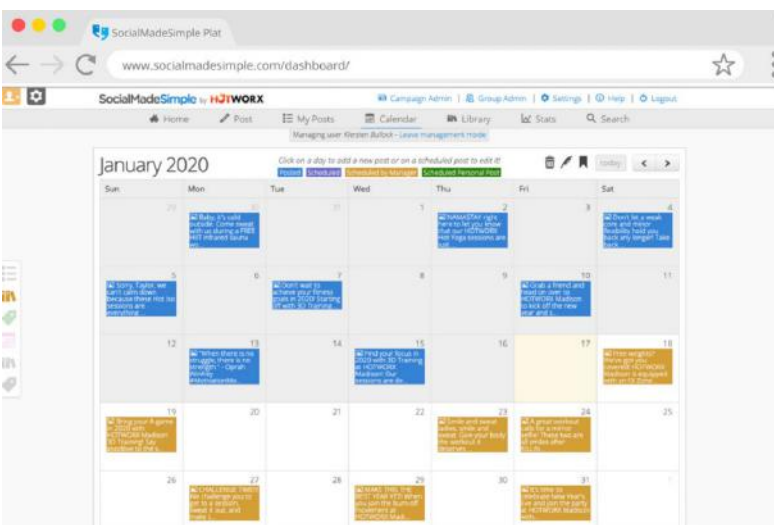
With our **proprietary platform**, SocialModo, Pita Pit has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

Pita Pit receives comprehensive reporting via platform dashboards and emails.

For The DIYer

Each of our clients is **granted access** to our platform, allowing them to post content, make edits, view reporting, and more.



Connected Social Networks

Post to Facebook, Instagram, Twitter & LinkedIn with a single click.

Content Weeks In Advance

We send **bi-weekly emails** to Pita Pit for feedback and revisions.

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule a Call](#)




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