PRONTO INSURANCE

FRANCHISE MARKETING CASE STUDY

SocialMadeSimple

Contents

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

Pronto Insurance is an **insurance and financial service provider** based out of South Texas, specializing in high-risk auto insurance. The franchise **caters to diverse customers** based in California, Texas, and Florida.

Five Texas locations participated in a **90-day Franchise Marketing Pilot Program,** where SocialMadeSimple created **bilingual social media advertising campaigns** designed to generate leads in a way that is effective, sustainable, & **affordable.**

El Paso • Houston • San Antonio • Laredo • Upper Rio Grande Valley

Advertising

Pronto Insurance needed a social marketing program that efficiently reached an English and Spanish-speaking audience to **increase brand awareness and drive leads** in the form of new clients.

SocialMadeSimple created, monitored, and optimized **lead generation ad campaigns on Facebook and Instagram** for Pronto Insurance.

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** 15+ mi. radius
- **Ages:** 18 - 65+
- **Interests:**
  - Insurance Policy, Vehicles, Motor Vehicle Insurance, etc.

MESSAGING

- Call attention to an **offer with a free quote.**
- Attract customers by using **vibrant imagery.**
- Showcase **services offered & happy customers.**

LEAD GENERATION

- Campaigns consisted of ads in both **English & Spanish** to maximize reach of the target audience.

- Interested users can **submit a form directly** on Facebook or Instagram.

- Lead information is **delivered to Pronto Insurance in real-time.**

SocialModo

With **SocialMadeSimple's platform,** SocialModo, Pronto Insurance's franchise locations 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 sent **bi-weekly emails** to Pronto's franchisees for feedback and revisions.
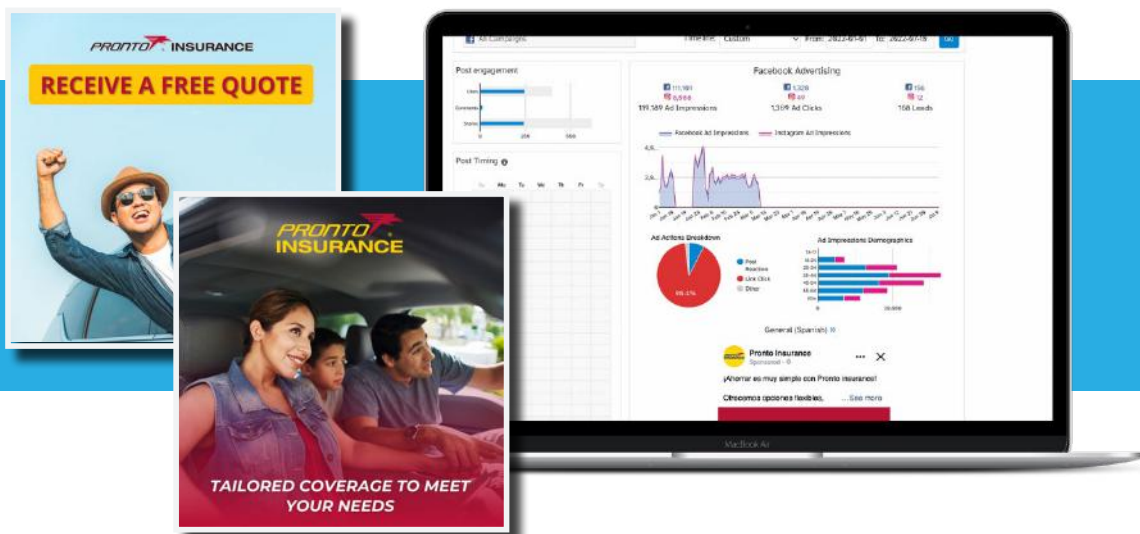
Social Networks

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

Reporting

Pronto Insurance's franchisees receive **reporting** via analytics dashboards and emails.
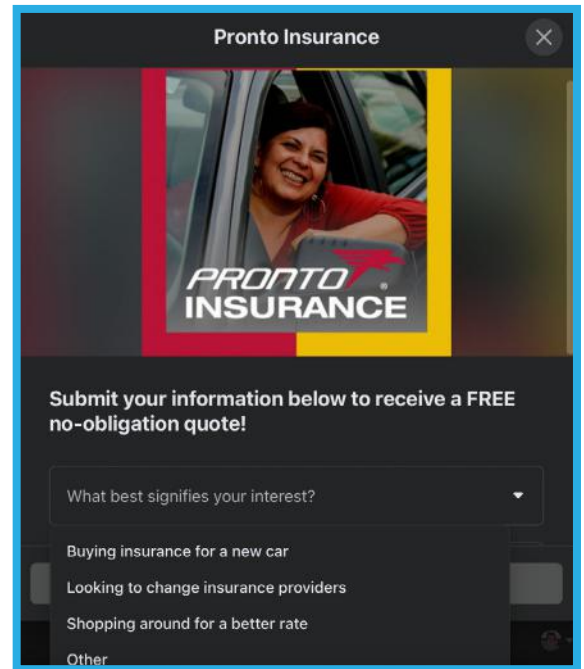
Support

Pronto's **dedicated Client Success Manager** is available for support or campaign updates.

Results

Through the success of these ads, Pronto Insurance's five Texas locations effectively **increased brand awareness & generated a consistent flow of leads** in the form of potential customers requesting quotes.

90-DAY RESULTS

164	TOTAL QUOTES REQUESTED
$11	AVG. COST PER LEAD
119K+	TOTAL IMPRESSIONS
48K	TOTAL REACH
1.4K	TOTAL AD CLICKS

Contact

LET'S WORK TOGETHER!

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