



SocialMadeSimple®

Versa Lift™
Attic Storage Lifting System

SOCIAL MARKETING CASE STUDY

We help businesses thrive through
powered tech, custom brand content,
and hyper-local advertising

CASE STUDY OVERVIEW

01. SocialMadeSimple &
The Client

02. How We Do It

03. Advertising Campaigns

04. Custom Content

05. SocialModo

06. Total Results

07. Our Social Media
Experts

08. Get Started

Versa Lift TM

Attic Storage Lifting System



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

Versa Lift by Byers Products Group is one of the best home storage systems on the market and has been driving results with SocialMadeSimple since 2018.

Versa Lift was in need of a social marketing program that, above all else, focused on increasing **brand awareness**, driving **website traffic**, and **building engagement** to generate new customers.



HOW WE DO IT



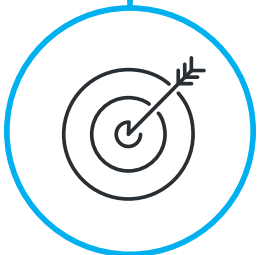
Dedicated Team of Experts

The dedicated Client Success Manager is just one call away! The team consists of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



A Consistent Social Presence

We create branded content on Facebook, Twitter, LinkedIn, and Instagram. These posts will showcase the business, the people behind it, promotions, and services.



Advanced Paid Social Advertising

SocialMadeSimple's custom advertising campaigns are tailored to the business's needs. Creating, optimizing, and managing Facebook and Instagram ads to achieve the desired objectives (brand awareness, web traffic, brand loyalty, & more).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, SocialModo, the client views real-time reports on campaign performance. Additionally, Versa Lift receives weekly reporting emails that are informative and easy to understand.

PAID SOCIAL ADVERTISING

By blending a **data-backed strategy** around paid social, reaching the **clients' marketing personas**, and producing **world-class creative**, SocialMadeSimple provides Versa Lift with a social program that generates tangible results.

SocialMadeSimple creates targeted, local **Facebook & Instagram** web traffic ad campaigns to drive results, in the form of website visits and brand awareness.

2,730,177

TOTAL IMPRESSIONS

1,266,608

TOTAL REACH


255,262


CLICKS


\$0.08

COST PER CLICK

TARGETING PRIMARILY FOCUSED ON:

 Interests (Interior design, renovation, home improvements, do it yourself - DIY)

 Age (30 - 65+)

 Lookalike audiences (using existing customer data) and Facebook/Instagram engagement

OTHER KEY AUDIENCES TARGETED:

 Web traffic retargeting

 Engaged users

 Customer lists

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

CUSTOM CONTENT

PUBLISHED EVERYWHERE

Our content specialists schedule custom Versa Lift brand content across Facebook, Instagram, & LinkedIn. Content themes include video testimonials, organization tips, DIY home tips, etc.

EXPERTLY CRAFTED

Skillfully crafted social media posts that build credibility, showcase home improvement products, and position Versa Lift as a leader in the industry.

BOOSTED TO VERSA LIFT'S AUDIENCE

Our platform automatically turns published content into boosted posts and serves them to Versa Lift's target audience, reaching an audience beyond existing followers.

Total Content Results

1,160,516

TOTAL IMPRESSIONS

753,173

TOTAL REACH

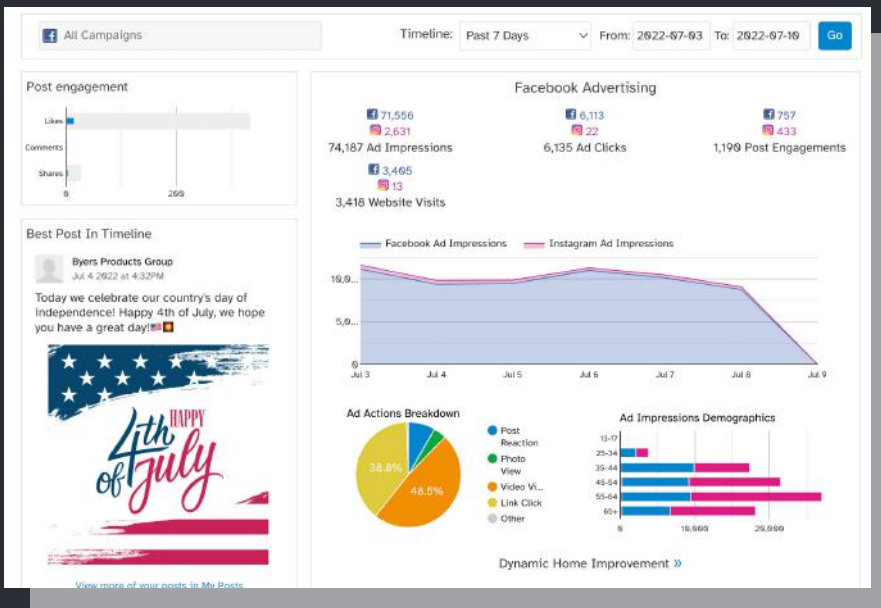
35,170

TOTAL CLICKS

\$0.18

COST PER CLICK

THE SOCIALMADESIMPLE PLATFORM



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

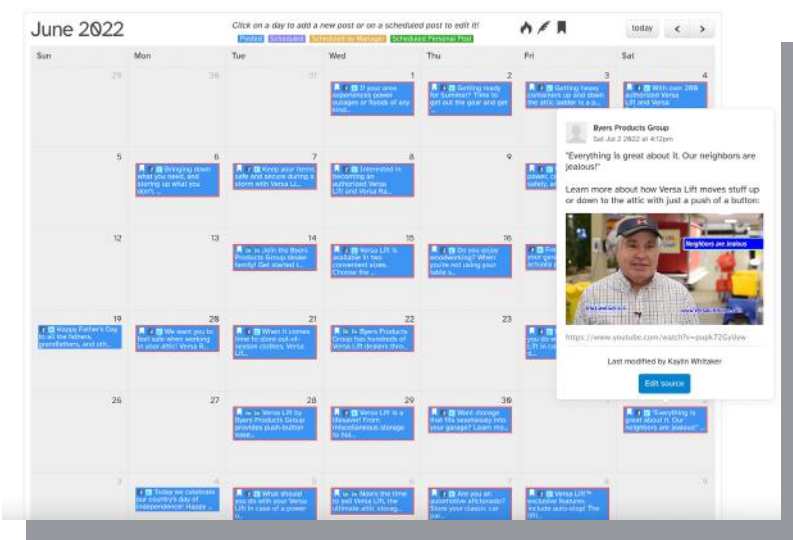
They can be involved as much or little as desired, with SocialModo at their fingertips 24/7!

Detailed Reporting

Versa Lift 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 Versa Lift for feedback and revisions.

TOTAL RESULTS

3,890,693

IMPRESSIONS

2,019,781

REACH

290,432


CLICKS

59,882


POST REACTIONS

\$0.13


COST PER CLICK

Versa Lift by Byers Products Group Sponsored · 


Safety comes first with Versa Lift!! Protect your back and increase safety in your home with our patented Push-Button Attic Lift. As seen on HGTV and DIY Network!



WWW.VERSALIFTHOME.COM/
Risk Free Storage
Request a custom quote! [LEARN MORE](#)

Versa Lift by Byers Products Group Published by Posting Platform · October 8 at 7:48 AM · 



Customers are saying Versa Lift is, "worth every penny!" Listen for yourself:



ACTUAL CUSTOMER TESTIMONIALS
[Learn More at: bpghome.com](http://bpghome.com)

YOUTUBE.COM
"Versa Lift, Its Worth Every Penny" [Learn More](#)
The ULTIMATE attic push-button storage syste...

1,145 People Reached 235 Engagements [Boost Post](#)

  186 3 Comments 4 Shares

OUR SOCIAL MEDIA EXPERTS



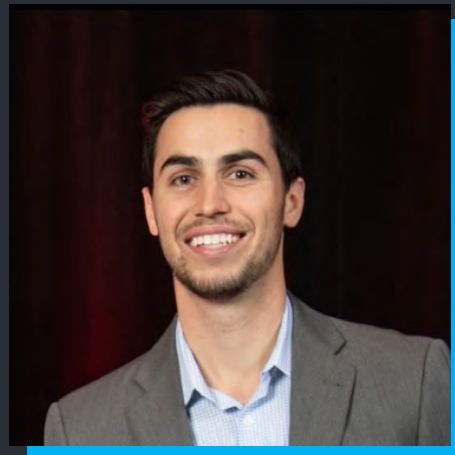
VERONICA CALHOUN
Director Of Client Services



ANDREW SERAPHIN
Customer Success Manager



CAMILLE SCUMACI
Customer Success Manager



TIM BRIGHT
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LET'S WORK TOGETHER!



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