

# Curves

### **CURVES**

FRANCHISE MARKETING CASE STUDY



## Contents

Introduction	03
Content Posting	04
Content Results	05
Advertising	06
Ad Results	07
SocialModo	08
Contact	09

### 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**

Curves is an **international fitness franchise** with nearly 400 U.S. locations. They offer 30-minute **full-body workouts designed for women,** with the support of a coach both in-club & online.

In a **90-day franchise marketing pilot program**, SocialMadeSimple became the social media team for four locations plus the MyCurves On Demand Page, creating custom content posts and executing **hyper-local advertising campaigns**.



Waco, TX • Gympie, ASTL • Liberty, MO • Wells Branch, TX • MyCurves On Demand

## **Content Posting**

We **posted custom content 3x/week** to each location's Facebook Page to build credibility, showcase the brand, and position Curves 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 engagement results.

#### STRATEGY OPTIMIZATION

#### **BOOSTED POSTS**

- SocialMadeSimple's 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 various workout programs and virtual classes.
- Call attention to women's health benefits and skilled Curves
   Coaches.
- Encourage users to visit a nearby Curves location by promoting offers such as a free 7-day pass.

#### **GRAPHIC OPTIMIZATIONS**

- Bring Curves' color scheme into a warmer, more modern design.
- Highlight MyCurves On Demand in a comprehensive way across social media, utilizing separate testimonials for Curves & MCOD.
- **Consistent content style** & tone across all platforms.

## **Content Results**

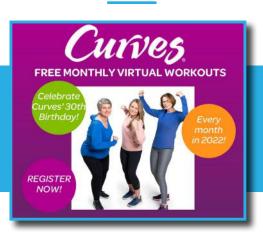
After refreshing Curves' graphics and building a cohesive content strategy, the franchisees effectively spread brand awareness while strengthening their social media presence by **publishing over 100 total on-brand posts**.

#### **BOOSTED POSTS**

17K+	TOTAL IMPRESSIONS
9.5K+	TOTAL REACH
1K+	POST ENGAGEMENTS
1K+	TOTAL LINK CLICKS



#### **OLD GRAPHIC**



#### VS.



**NEW GRAPHIC** 

## Advertising

The goal for Curves' social advertising strategy was to not only increase the number of sales leads in general but also generate **high-quality leads in a younger customer demographic.** 

SocialMadeSimple created, monitored, and optimized hyper-targeted ad campaigns on Facebook, Instagram, & Facebook Messenger.

#### STRATEGY OPTIMIZATION

- We optimized ad strategies throughout the program,
   adjusting ad copy & graphics for the best results.
- Some locations shifted from lead generation to Messenger campaigns to improve lead quality and appointment bookings.
- We pivoted targeting strategies
  from women interested in
  healthy lifestyles to those who
  live a busy life & are not yet
  focused on fitness promoting
  Curves' 30 minute workouts.

#### **TARGETING**

Location-Based: 15+ mi. radius

Ages: 35 - 65+

Gender: Female

#### **CAMPAIGN OBJECTIVES**

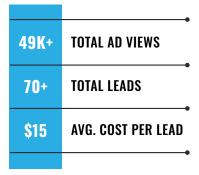
- Lead Generation: Interested users submit info directly on Facebook or Instagram & lead info is delivered to Curves in real-time.
- Messenger: Drive qualified leads and encourage potential customers to start conversations with the brand.
- Web Traffic: MyCurves On Demand (MCOD) ran ads designed to generate link clicks directing to a landing page for MCOD sign-ups.

### **Ad Results**

Through the success of SocialMadeSimple's strategy-driven advertising campaigns, Curves' franchisees **generated an affordable and consistent flow of results** in the form of qualified sales leads, web traffic, customer engagement & more.

#### **LEAD GENERATION**





#### **MYCURVES ON DEMAND**



	•
25K+	TOTAL AD VIEWS
80	LEADS   \$4 CPL
400	LINK CLICKS   \$1 CPC
	•

#### FACEBOOK MESSENGER



25K+	TOTAL AD VIEWS
50	CONVERSATIONS
20+	TOTAL LEADS

### SocialModo

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

#### **Social Networks**

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

#### Reporting

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

#### **Support**

Their dedicated
Client Success
Manager is available
for support or
updates on campaign
performance.



### Contact



## TEST-DRIVE SOCIAL, COMPLETELY FREE!

#### JULIEN PAUL

Director of Business Development julien@socialmadesimple.com 617.380.6570

**SCHEDULE A CALL** 

SocialMadeSimple
SOCIALMADESIMPLE.COM









