



Curves[®]

CURVES

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

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 (MCOB) ran ads designed to generate **link clicks** directing to a landing page for MCOB 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

Curves (Liberty, MO)
Sponsored · 🌐

Get your "me time" in at Curves! A ladies-only gym where 30 minutes is all you need for a total body workout!

Right now, we're offering 1 FREE week! Click the link to get started 📄

ONE WEEK FREE

- Boxing
- Cardio
- Body Basics
- Balance

START NOW

*LIMITED-TIME OFFER

Curves

FORM ON FACEBOOK
Limited-Time Offer | 1 Week Free

Learn more

MYCURVES ON DEMAND

MyCurves On Demand
Sponsored · 🌐

Ladies, we're offering a limited-time offer you don't want to miss 📄 Claim 1 FREE week of MyCurves On Demand today and experience the Curves difference with our virtual workouts 📄

ONE WEEK FREE

MyCurves On Demand

- Virtual Workouts
- All Fitness Levels
- Curves Coaches
- New Content

PROMO CODE:

VIRTUAL

*LIMITED-TIME OFFER

Curves

FORM ON FACEBOOK
Limited-Time Offer | 1 Week Free

Learn more

FACEBOOK MESSENGER

Curves Wells Branch (Austin, TX)
Sponsored · 🌐

Ladies, we're offering a limited-time offer you don't want to miss 📄 Click "Send Message" to claim 1 FREE week and experience the Curves difference!

INSIDE AND OUT

Curves

STRENGTHENING WOMEN

TRY 1 WEEK FREE

*LIMITED-TIME OFFER

OPENS IN MESSE...
📄 One Free Week

Send message

49K+ TOTAL AD VIEWS

70+ TOTAL LEADS

\$15 AVG. COST PER LEAD

25K+ TOTAL AD VIEWS

80 LEADS | \$4 CPL

400 LINK CLICKS | \$1 CPC

25K+ TOTAL AD VIEWS

50 CONVERSATIONS

20+ TOTAL LEADS

Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



JULIEN PAUL

Director of Business Development

julien@socialmadesimple.com

617.380.6570

[SCHEDULE A CALL](#)



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