



FLOOR COVERINGS

international[®]

FRANCHISE MARKETING PILOT PROGRAM CASE STUDY



SocialMadeSimple

CASE STUDY OVERVIEW

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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

Floor Coverings International (FCI) is a manufacturer-direct **flooring installation franchise** with over 170 locations across the U.S. and Canada. They needed an effective and scalable approach to social media marketing that could drive tangible results.

As a solution, Floor Coverings International participated in a **90-day Franchise Marketing Pilot Program** where SocialMadeSimple became the social media team for five FCI franchisees. **Today, SocialMadeSimple is the preferred social media vendor for Floor Coverings International!**



PILOT PROGRAM STRATEGY

To maximize Floor Coverings International's results, SocialMadeSimple combined a data-backed strategy around **localized social media advertising campaigns & publishing custom content posts.**

→ AD STRATEGY

LEAD GENERATION CAMPAIGNS

- Users submit info to claim a discount offer & request a consultation **directly on Facebook or Instagram.**
- Lead information is delivered **directly to FCI via email in real-time.**
- Use **carousel ads** to showcase catalog of showroom images.

TARGETING

- **Location-based**
- **Ages 26 - 65+**
- **Interests:** Renovation, Laminate Flooring, Home Improvements, Flooring, etc.

→ CONTENT STRATEGY

BOOSTED POSTS

- **Sponsored posts** served to their target audience.
- **3 posts published per week** that automatically turn into boosted posts.
- Reach an audience **beyond existing followers.**

MESSAGING

- **High-quality images** of the wide selection of products & services.
- **Family-friendly** theme.
- **Encourage audience** to request a free consultation.

90-DAY AD RESULTS

SocialMadeSimple created, monitored, & optimized hyper-local ad campaigns for five Floor Coverings locations. Through the success of these ads, Floor Coverings International **generated a consistent flow of free consultation requests & offers claimed.**

270,000+

Total Impressions

47,400+

Total Reach

82

Total Leads

\$106

Avg. Cost Per Lead

*Confirmed sales of \$25K+ during Pilot Program

Instagram

Floor Coverings International
Sponsored

GET \$250 OFF!

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International

Learn More

Carpet: Luxurious & Durable
No matter your style or budget, Floor Coverings International has you covered. Request a FREE consultation & get \$250 OFF your next project!

Floor Coverings International
Regina and Southern SK
Sponsored

Carpet, laminate, vinyl, hardwood, tile, stone + eco friendly options...Floor Coverings International has it all! For a limited time, we're offering you \$250 OFF your flooring project. Request a free quote to get started!

FLOOR COVERINGS
International

SALE
\$250
OFF

FORM ON FACEBOOK
Get \$250 OFF!
Floor Coverings International® pr...

LEARN MORE

90-DAY CONTENT RESULTS

SocialMadeSimple's content team created custom on-brand content that utilized **imagery of showrooms, highlighted flooring solutions, & called attention to Floor Coverings International's discount offer.**

124,300

Total Impressions

81,300+

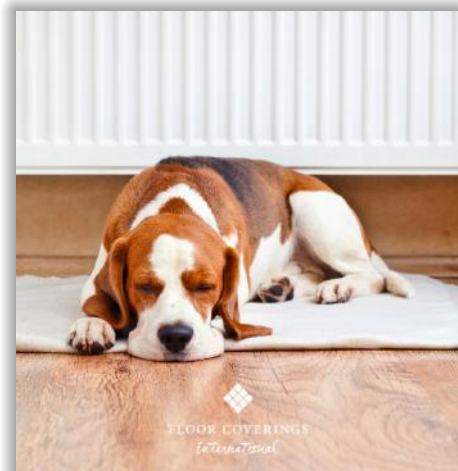
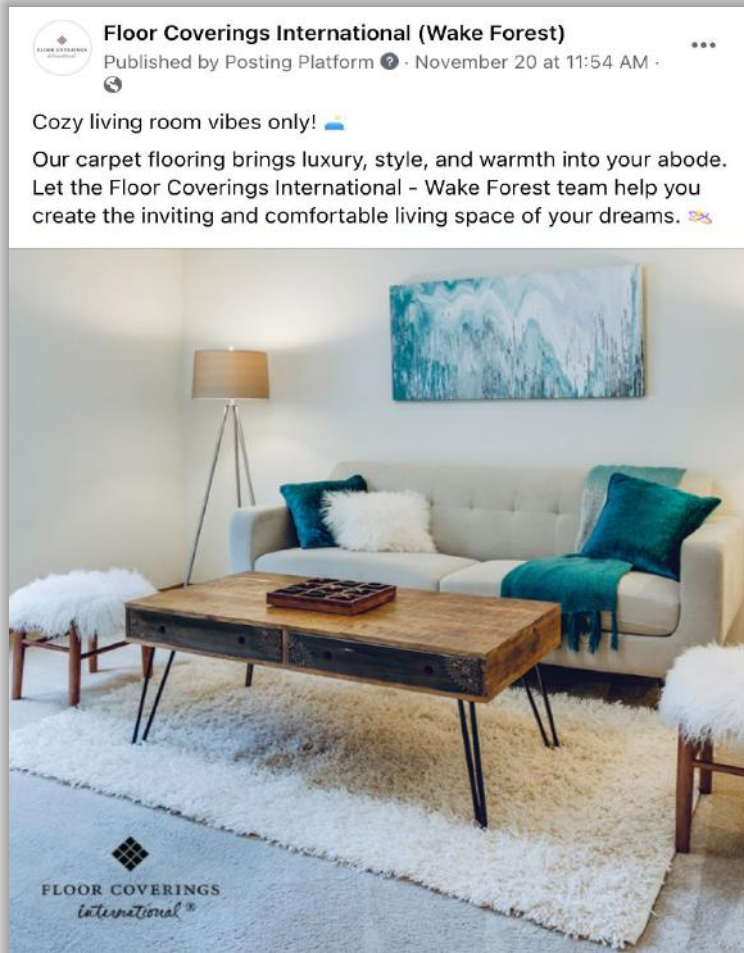
Facebook Page Reach

130+

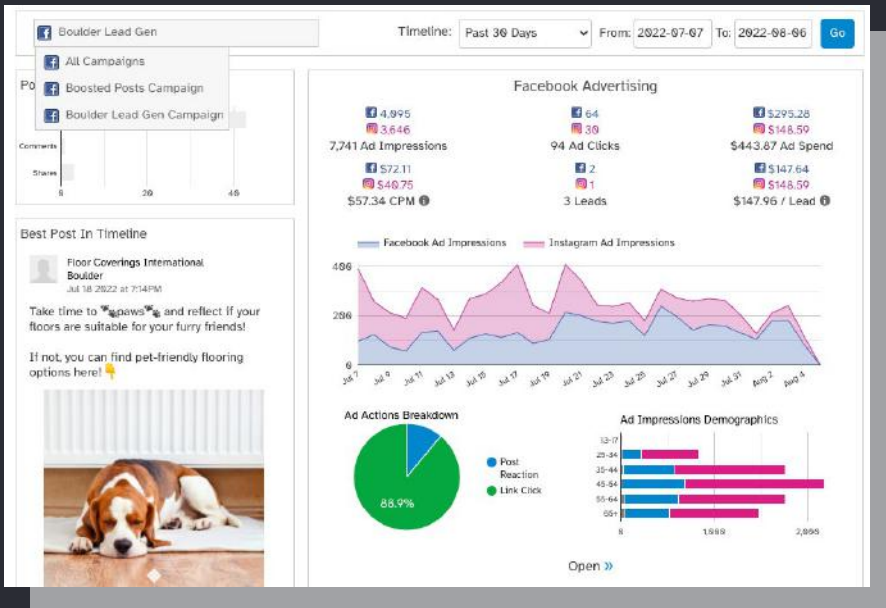
Boosted Post Clicks

58,200+

Total Ad Reach



SOCIALMODO



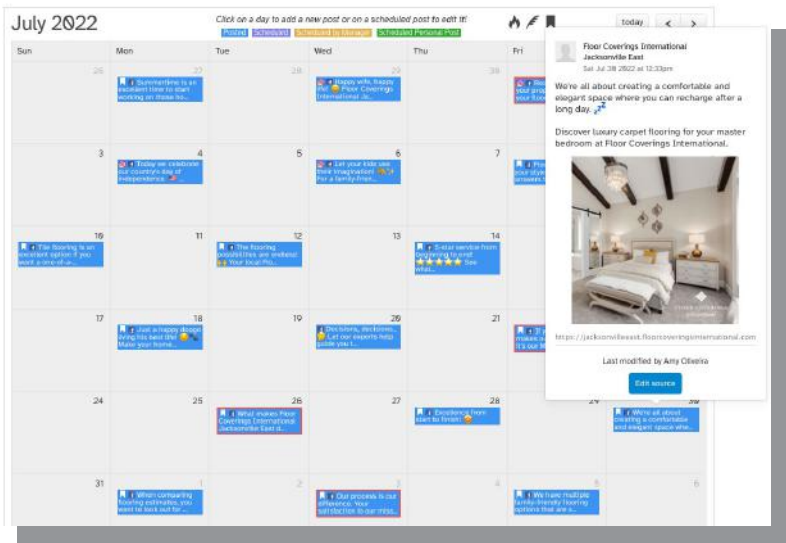
With **SocialMadeSimple's** platform, SocialModo, Floor Coverings International franchisees have the ability view and manage their **content calendar, campaign stats, and aggregated messages** across Facebook & Instagram in real-time with **24/7 access**.

Detailed Reporting

FCI franchisees receive reporting via **analytics dashboards & emails**.

Access To Support

FCI's **dedicated Client Success Manager** is available for support.



Connected Social Networks

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

Content Weeks In Advance

We send **bi-weekly emails** to FCI franchisees for feedback & revisions.

WHERE ARE THEY TODAY?

Following the success of the 90-day pilot program, **SocialMadeSimple** has become the **social media team for 70+ franchisees & is the preferred social media vendor for FCI.**

Today, Floor Coverings International continues their growth on social media through a drastically increased lead quality, **40% conversion rate**, & rapid program expansion.

POST-PILOT PERFORMANCE

5M+

Total Impressions

2M+

Total Reach

800+

Total Leads

\$128

Avg. Cost Per Lead

CONTENT

Floor Coverings International Wilmington
August 2 at 1:18 PM · 🌐

Out with the old in with the new! 🏡

This is your sign to switch out the old floors in your home and take advantage of our \$250 off offer. Book a consultation at Floor Coverings International Wilmington, NC to get started on your flooring project!
<http://shallowater.floorcoveringsinternational.com/>

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\$250 OFF
your next flooring project

AD

Floor Coverings International Frisco
Sponsored · 🌐

Carpet, laminate, vinyl, hardwood, tile, stone + eco friendly options... 🏡 Click the link below to get \$250 OFF your next flooring project with Floor Coverings International!

GET \$250 OFF!

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FORM ON FACEBOOK
Free Consultation + \$250 Off

Learn more

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule a Call](#)




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