maidpro

MAIDPRO

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

MaidPro is a **home cleaning franchise with over 200 locations** across the U.S. and Canada. They offer professional customized house cleaning and maid services.

MaidPro came to SocialMadeSimple in need of a social media marketing program that could effectively build **brand awareness, drive sales, and generate qualified job candidates** for each franchisee location.

Today, SocialMadeSimple is the **preferred social media vendor** for MaidPro!

Content Posting

SocialMadeSimple **posts custom content 3x/week to each location's Facebook Page** to build trust & engagement with local audiences and position MaidPro as a leader in the industry.

These social media posts are **skillfully crafted,** maintain a **consistent posting frequency,** and are **continuously optimized** for the best results.

STRATEGY OPTIMIZATION

BOOSTED POSTS

- SocialMadeSimple's platform, SocialModo, turns **high-performing content** into boosted posts.

- Boosted posts are served to the local **target audience.**

- Reach an audience **beyond existing followers.**

Maidpro of East Charlotte
Published by SocialModo · August 1 at 2:01 PM ·

Treat your pet to a clean home without the worry of harmful chemicals.
Our cleaning products are safe for pets, people, and the environment!

Pet Safe Cleaning Products

Tea Tree, Lavender and Peppermint Oil

Apple Cider Vinegar

Pure-Castile Soap

Baking Soda

MESSAGING

- Highlight **positive client testimonials & educational tips** to build credibility.

- Call attention to MaidPro's **services and their benefits.**

- Showcase the **PROs** and MaidPro's **49-Point Checklist.**

Advertising

To exceed MaidPro's goals, SocialMadeSimple creates, monitors, and optimizes **bi-lingual lead generation ad campaigns on Facebook and Instagram.** Each campaign is customized to achieve the desired outcomes of each franchisee - recruitment leads & sales leads.

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** ZIP Code
- **Ages:** 18 - 65+
- **Interest-Based:**
   - Housekeeping
   - Job Hunting, etc.

LEAD GENERATION

- Interested users **submit their info directly** on Facebook or Instagram.
- Lead info is **delivered to MaidPro's CRM** in real-time.
- Ads consist of both **Spanish & English messaging** to maximize target audience reach.
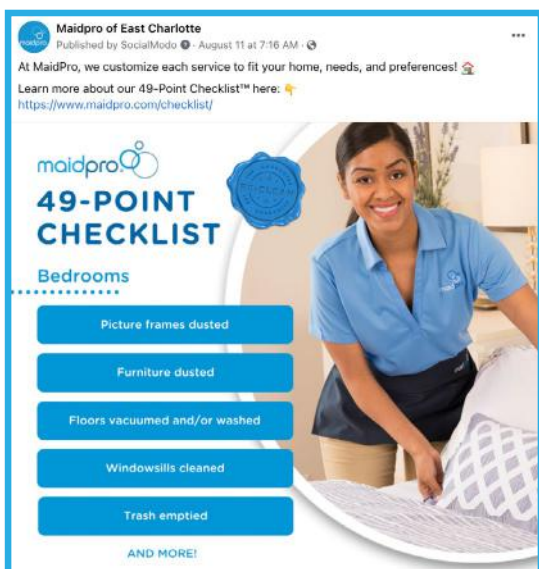
AD CAMPAIGNS

- **Sales:** Generate leads in the form of new business by **showcasing the MaidPro brand & promoting a free estimate.**
- **Recruitment:** Encourage qualified job candidate leads to apply by **highlighting role descriptions and benefits.**

Results

90-DAY PERFORMANCE

233K+	TOTAL IMPRESSIONS
94K+	TOTAL REACH
36K+	POST ENGAGEMENTS
123	CUSTOMER LEADS
55	RECRUITMENT LEADS
$27	AVG. COST PER LEAD

CONTENT POST

LEAD GEN - RECRUITMENT

LEAD GEN - SALES

SocialModo

With **SocialMadeSimple's platform,** SocialModo, MaidPro 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 MaidPro for feedback and revisions.
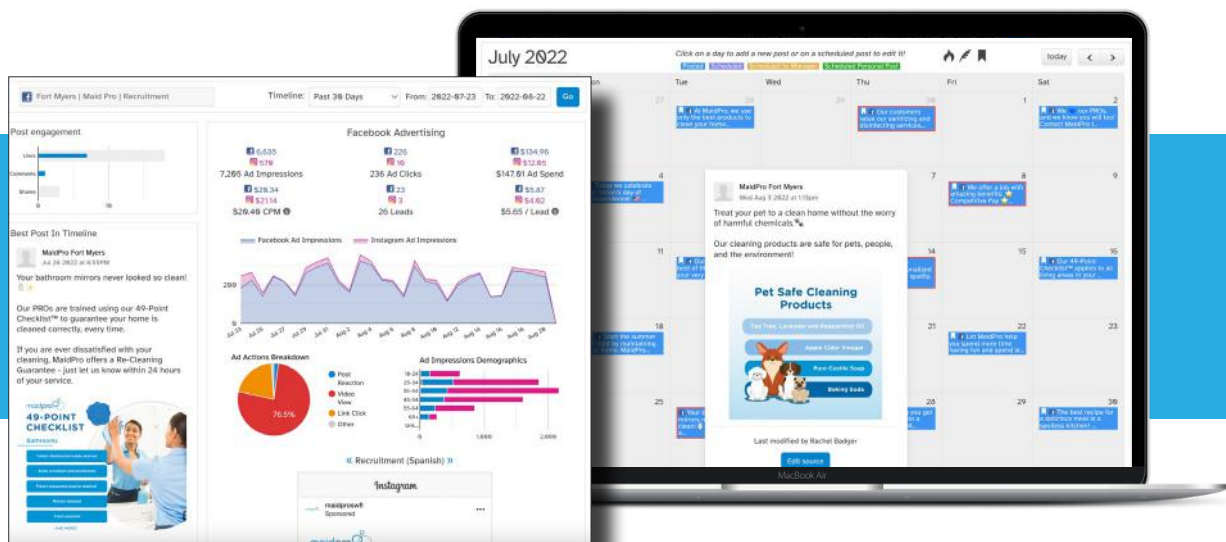
Social Networks

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

Reporting

MaidPro franchisees receive **comprehensive reporting** via analytics dashboards and emails.

Support

MaidPro's **dedicated Client Success Manager** is available for support or updates on campaign performance.

Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!

RYAN CHIASSON
Business Development Manager
rchiasson@socialmadesimple.com
781.728.5690

SCHEDULE A CALL

SocialMadeSimple

SOCIALMADESIMPLE.COM

America's Fastest-Growing

Inc. 5000

Private Companies