



# PESTMASTER

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

Pestmaster Services franchise offers **professional pest management solutions** for homes, businesses, & government facilities across the U.S.

SocialMadeSimple became the social media team for five Pestmaster locations in a 90-day Pilot Program with the goal of providing measurable results in the form of **new clients, an increase in brand awareness, & a stronger social media presence.**



# Advertising

SocialMadeSimple created, monitored, & optimized **Facebook & Instagram lead generation ad campaigns** for five Pestmaster locations.

## STRATEGY OPTIMIZATION

### TARGETING

- **Location-Based:** ZIP Code (30mi.+ radius)
- **Homeowners & adults** ages 30 - 65+
- **Interests:** Pest Control, Mosquito or Home Service, Insect Repellent, Weed Control, etc.

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

### LEAD GENERATION

- Users **submit a form** without leaving Facebook or Instagram.
- Lead information is **delivered directly** to Pestmaster's CRM in real-time.
- Lead generation forms are completely **customizable** & make it convenient for users to **request a free quote or claim a discount offer**.



# Content Posting

SocialMadeSimple **posted custom content 2x/week** to each location's Facebook Page to build credibility, showcase the brand, and position Pestmaster 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 results in the form of engagement.

## STRATEGY OPTIMIZATION

### BOOSTED POSTS

- Our platform, SocialModo, turns **high-performing content** into boosted posts.
- Boosted posts are served to your **target audience**.
- Reach an audience **beyond existing followers**.

### MESSAGING

- Encourage audience to **request a free quote**.
- Theme was aimed at **families & homeowners**.
- Content Categories: **FAQs, variety of services, website blogs, etc.**



# SocialModo

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

## Social Networks

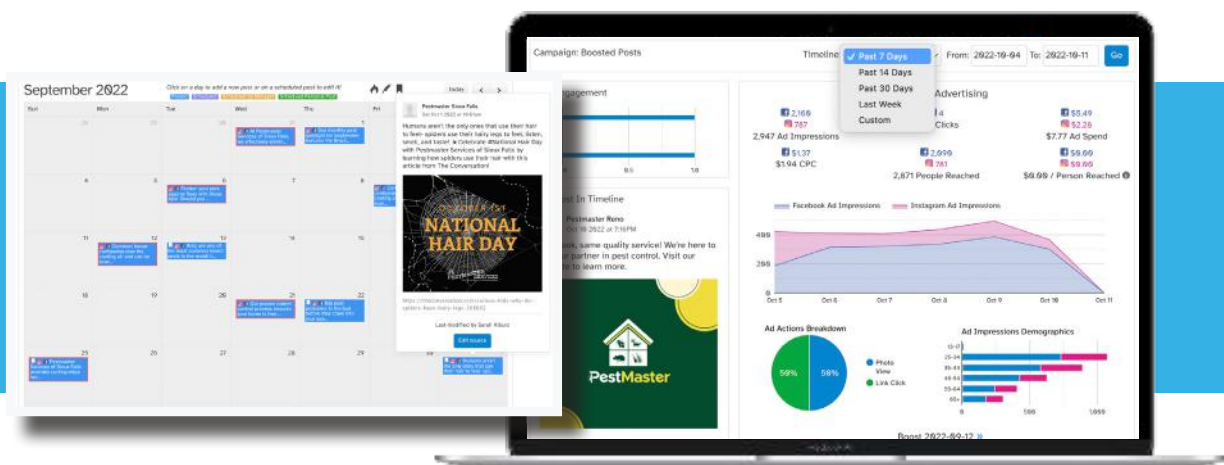
Schedule and publish posts to each location's Facebook and Instagram with a single click.

## Reporting

Pestmaster's franchisees receive comprehensive reporting via analytics dashboards and emails.

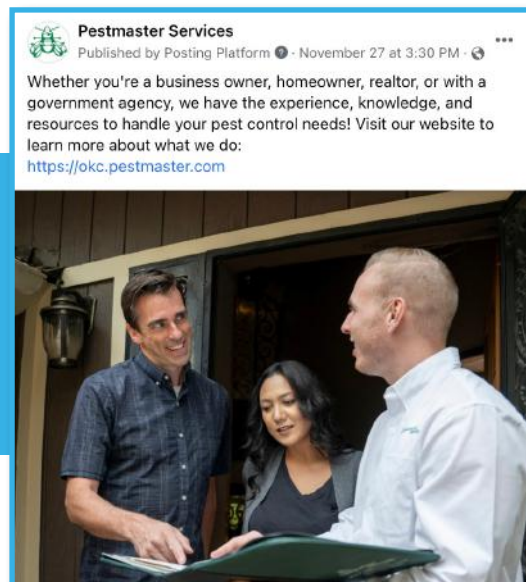
## Support

The franchise's dedicated Client Success Manager is accessible for support, campaign updates, & more.



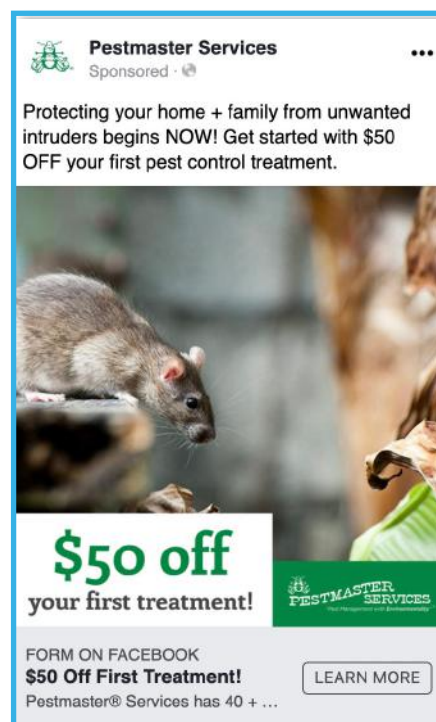
# Pilot Program Results

Through the success of SocialMadeSimple's advertising campaigns and custom content strategy, Pestmaster's franchisees generated a consistent flow of tangible results.



## 90-DAY RESULTS

256K+	TOTAL AD VIEWS
119K+	TOTAL REACH
115	NEW PAGE LIKES
50	TOTAL LEADS GENERATED
\$50	AVG. COST PER LEAD



# Where Are They Today?

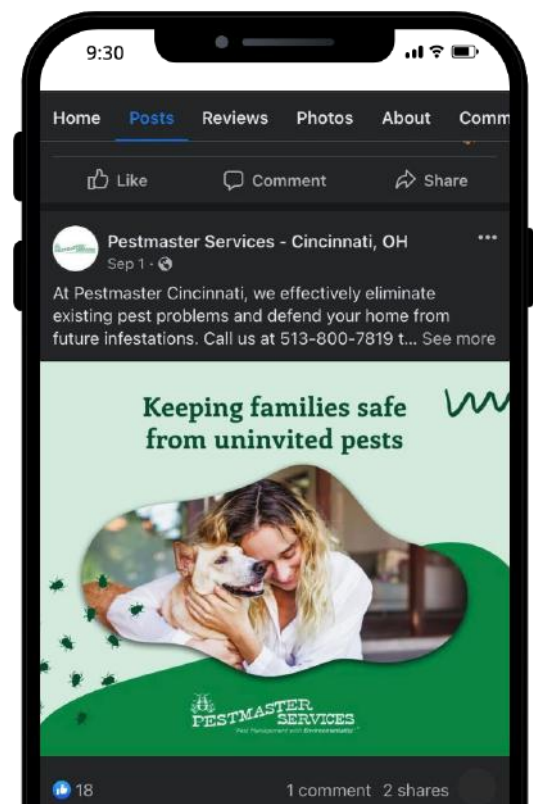


After the success of Pestmaster's 90-day Franchise Marketing Pilot Program, SocialMadeSimple became **Pestmaster's preferred social media vendor**; executing a custom content program for **19 locations (& counting)**.

Here's a peek at total content performance results for Pestmaster franchisees **six months post-pilot!**

## BOOSTED POST PERFORMANCE

1M+	TOTAL AD VIEWS
835K+	TOTAL REACH
6K	TOTAL POST ENGAGEMENT
400	TOTAL LINK CLICKS





# Contact

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LET'S WORK TOGETHER!



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[SCHEDULE A CALL](#)



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