



CAMP GLADIATOR

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple

Contents

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

Introduction



SocialMadeSimple

SocialMadeSimple is a **franchise social media marketing company** that has been around since 2009. Since then, we've helped over 30,000 businesses achieve success online.

Our teams provide custom content, targeted advertising strategies, and a proprietary social marketing platform (SocialModo) to help your franchise locations succeed on social media!

The Client

Camp Gladiator is a **fitness franchise** that offers unique outdoor group fitness programs and nutrition coaching. What makes Camp Gladiator stand out is its four-week programs, led by Certified Personal Trainers, where each "camp" is a different 60-minute full-body workout.

Being a leader in outdoor group fitness, Camp Gladiator needed a social media marketing strategy to **generate new customer sign-ups and brand awareness for each franchisee**. Five locations participated in a free 90-day Franchise Marketing Pilot Program where SocialMadeSimple seamlessly met each of their needs.

Oklahoma • Frisco • Melissa • Allen • Plano

Content Posting

SocialMadeSimple **posted custom content 3x/week** to each location's Facebook Page to build credibility, showcase the brand, and position Camp Gladiator 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.

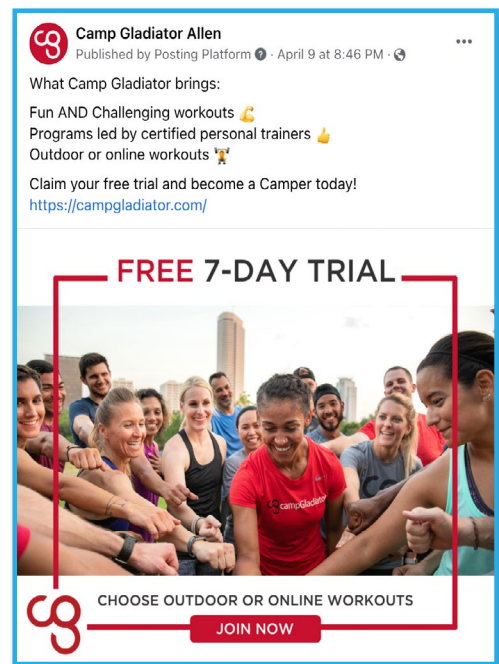
STRATEGY OPTIMIZATION

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 engage with posts, download the Camp Gladiator mobile app, try a one-week free trial, and more.
- **Showcase the brand** and its unique benefits.
- Describe to users **what to expect as a Camper**.



Advertising

SocialMadeSimple created, monitored, and optimized **lead generation ad campaigns** on Facebook and Instagram that drove customer leads by **promoting a 7-day free trial offer.**

STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** 10 - 15+ mi. radius
- **Ages:** 18 - 65+
- **Interests:** Health & Wellness, Physical Fitness, Fitness & Wellness, etc.

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

LEAD GENERATION

- Users **submit a form** without leaving Facebook/Instagram.
- Lead information is **delivered directly** to Camp Gladiator's CRM in real-time.
- Lead generation forms are completely **customizable** & make it **convenient** for online users to sign up for a free trial.

The image shows a Facebook advertisement for Camp Gladiator Oklahoma. At the top, the profile picture and name 'Camp Gladiator Oklahoma' are visible, along with a 'Sponsored' label. The main text of the ad reads: 'Camp Gladiator is for ALL fitness levels 🤪 For a limited time, get 7 FREE days of unlimited workouts with all-star trainers, no strings attached!'. Below the text is a photograph of several people running on a track. A red banner is overlaid on the bottom of the photo, containing the text '7-DAY FREE TRIAL', 'No cost. No commitment.', and 'LIMITED-TIME OFFER'. To the right of this banner is the Camp Gladiator logo. At the bottom of the ad, it says 'FORM ON FACEBOOK', 'Let's Get Moving!', and 'Real Workouts. Real Results.' with a 'Sign up' button.

SocialModo

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

Social Networks

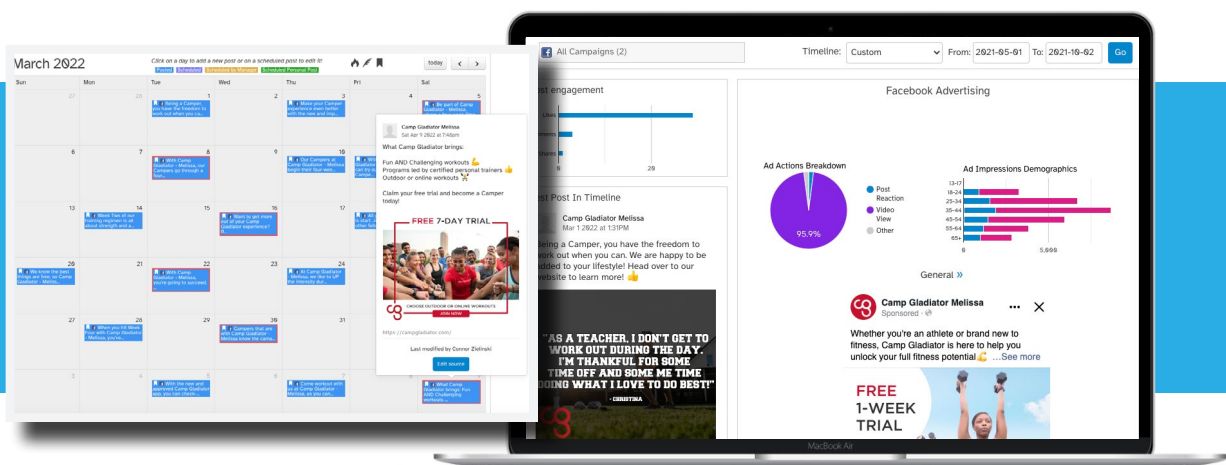
Schedule and publish posts to each location's Facebook and Instagram with a single click.

Reporting

Each franchisee receives comprehensive reporting via analytics dashboards and emails.

Support

Camp Gladiator's dedicated Client Success Manager is available for support or campaign updates.



Results

Through the success of SocialMadeSimple's advertising campaigns and custom content strategy, Camp Gladiator's franchisee locations **generated a consistent flow of tangible results.**

90-DAY CONTENT RESULTS

43K+	BOOSTED POST VIEWS
19K+	BOOSTED POST ENGAGEMENTS
1K%+	INCREASE IN PAGE REACH
580%+	INCREASE IN PUBLISHED POSTS

90-DAY AD RESULTS

126K+	TOTAL AD VIEWS
59K+	TOTAL REACH
1K	TOTAL AD CLICKS
80	TOTAL LEADS GENERATED
\$24	AVG. COST PER LEAD



Contact

**TEST-DRIVE SOCIAL,
COMPLETELY FREE!**



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SCHEDULE A CALL



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