



FLOOR COVERINGS INTERNATIONAL

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

Floor Coverings International (FCI) is a manufacturer-direct flooring installation franchise with **over 200 locations across North America**. 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 and provides services to over 85 locations!**



Content Posting

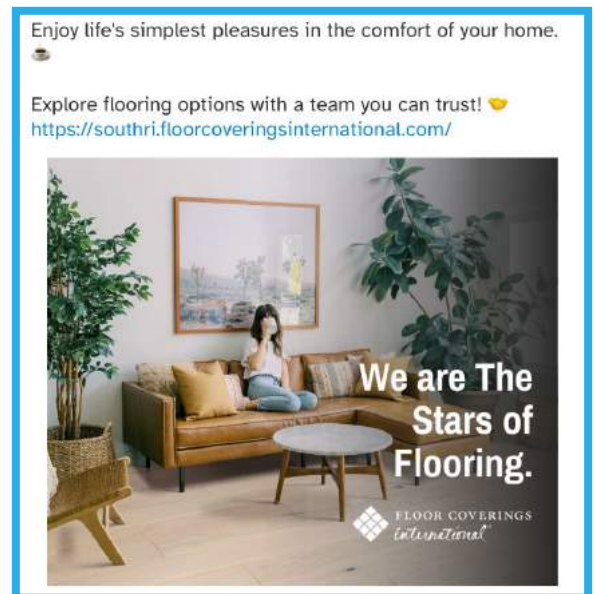
We publish **3 custom on-brand posts a week** to each location's Facebook Page to build credibility, showcase the brand, and position Floor Coverings International as a leader in their industry.

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

STRATEGY OPTIMIZATION

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.

Advertising

To maximize results, SocialMadeSimple combined a **data-backed strategy** around **localized social media advertising** campaigns.

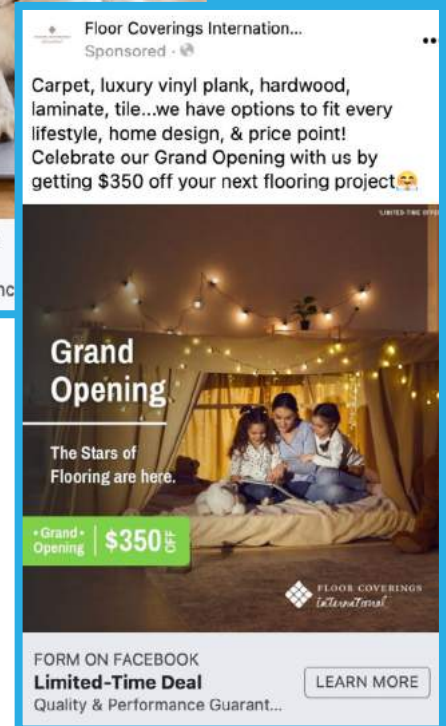
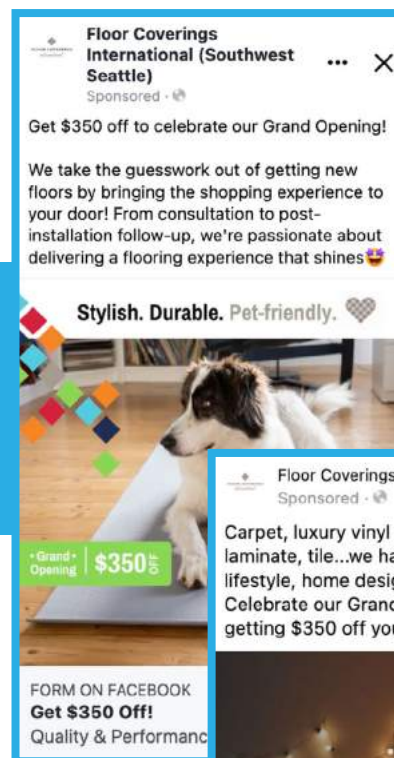
STRATEGY OPTIMIZATION

TARGETING

- **Location-Based:** ZIP Code
- **Ages:** 26-65+
- **Interest-Based:** Renovation, Laminate Flooring, Home Improvements, Flooring, etc.

LEAD GENERATION

- 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.



SocialModo

With **SocialMadeSimple's platform**, SocialModo, the Floor Coverings International 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 the franchisees for feedback and revisions.

Social Networks

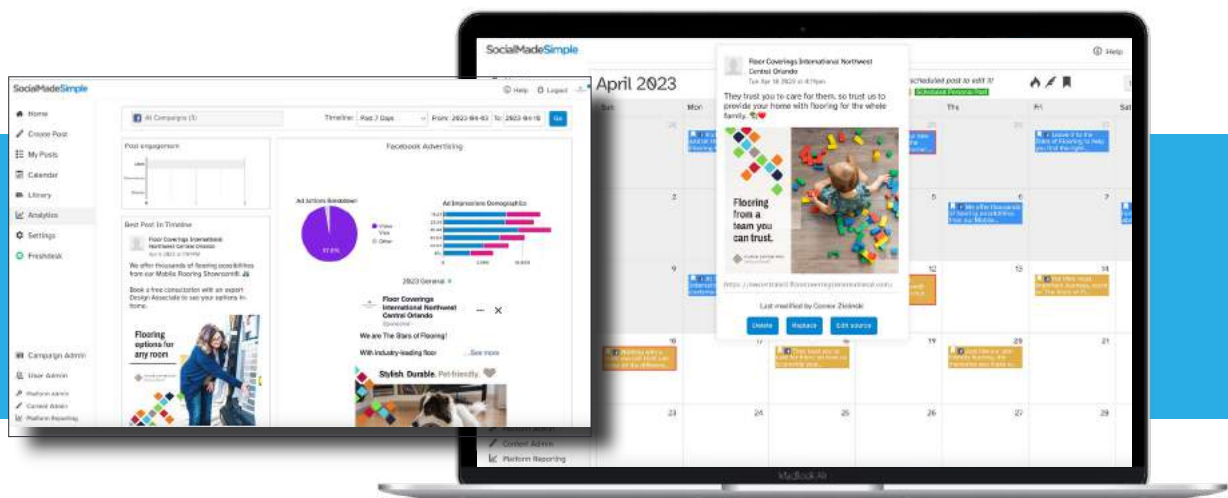
Schedule and publish posts to each location's social media pages with a single click.

Reporting

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

Support

A dedicated **Client Success Manager** is available for support or updates on campaign performance.



Results

PROGRAM RESULTS

In 2021, Floor Coverings International participated in a 90-day Franchise Marketing Pilot Program where SocialMadeSimple became the social media team for five FCI franchisees. Following the success of the marketing pilot program, **SocialMadeSimple has become the social media team for 85 franchisees & is the preferred social media vendor for FCI.**

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

“

I love using SocialMadeSimple because, well, it makes things simple... In today's world, I get a whole lot more business from social media than from door to door.”

Jessica Gray

Floor Coverings International

15.5M+

TOTAL IMPRESSIONS

5.5M+

TOTAL REACH

2.3K+

TOTAL LEADS

9.5K+

POSTS PUBLISHED

90-DAY AD RESULTS

270K+

TOTAL IMPRESSIONS

47.4K+

TOTAL REACH

82

TOTAL LEADS

\$106

AVG. COST PER LEAD

90-DAY CONTENT RESULTS

124K+

TOTAL IMPRESSIONS

81.3K+

FACEBOOK PAGE REACH

130+

BOOSTED POST CLICKS

58.2K+

TOTAL AD REACH

Contact



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

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SCHEDULE A CALL



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