



# MEDICAL PRACTICE

We help businesses thrive through  
powered tech, custom brand content,  
and hyper-local advertising.

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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

Partnering with a medical practice growth provider since 2019, SocialMadeSimple produces social media content for more than **1,000 active medical practices** across North America.

Our clients are primarily looking to **drive brand awareness and web traffic by maintaining a consistent social media presence.**



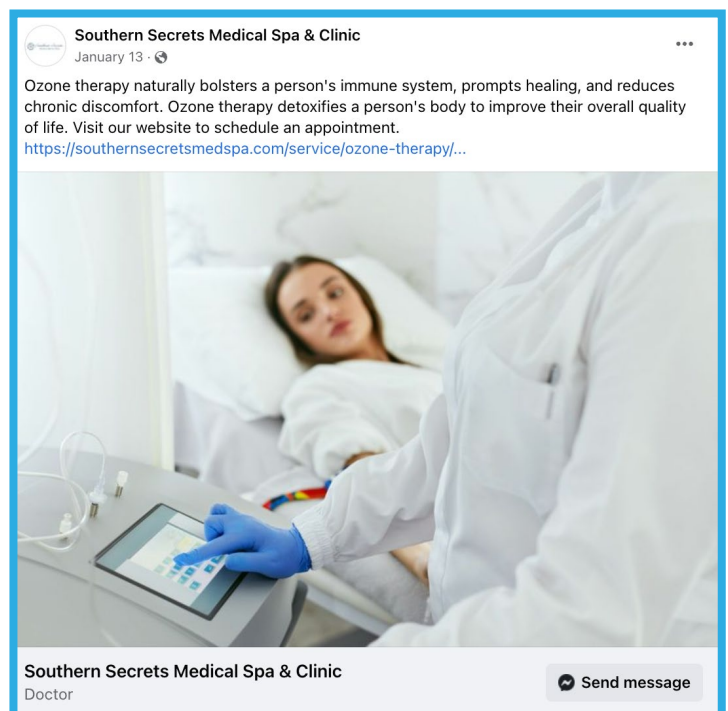
# Content Posting

SocialMadeSimple creates and publishes **3 custom posts per week** to each medical practice's Facebook, Twitter, LinkedIn, and Instagram.

Content is automatically **"Boosted"** with an advertising budget, allowing the posts to **reach a target audience beyond existing followers.**

## STRATEGY OPTIMIZATION

- **Build credibility** and trust
- **Educate** individuals about the medical practice, their services, and the benefits
- **Re-engage** past customers
- Allow the medical practice to **remain competitive** with businesses who are regularly posting to social media.



# Advertising

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

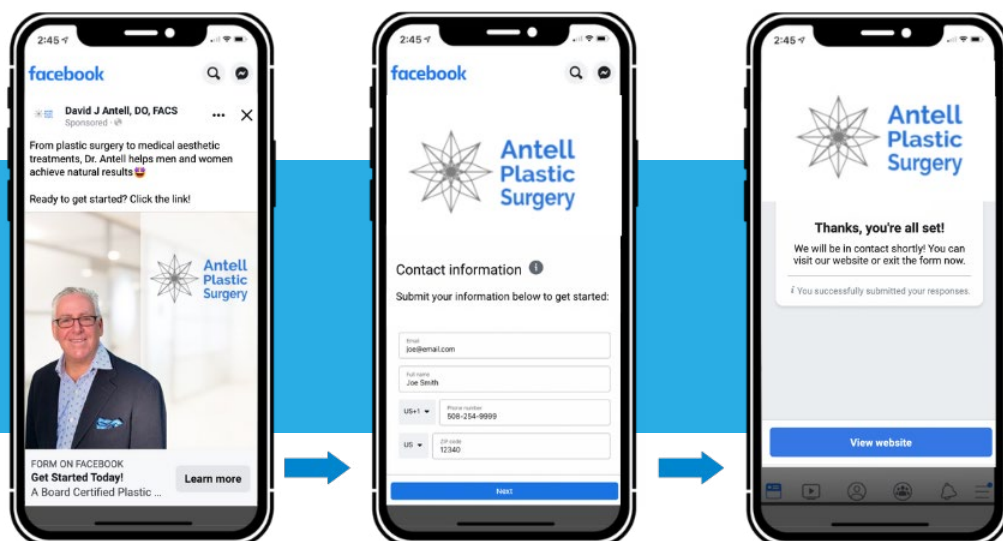
## STRATEGY OPTIMIZATION

### TARGETING

- **Location-Based:** ZIP Code
- **Age**
- **Gender**
- **Interest-Based:**
  - Dermatology, Healthcare, Dentures, Botox, etc.

### LEAD GENERATION

- Utilizing Facebook and Instagram, we ran and optimized lead generation campaigns to **book medical appointments**.
- **Users submit their information** to schedule an appointment directly on Facebook or Instagram.
- **Lead information is delivered directly** to the medical company's email in real-time.



# SocialModo

With **SocialMadeSimple's platform**, SocialModo, the Medical Practice 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 Medical Practice for feedback and revisions.

## Social Networks

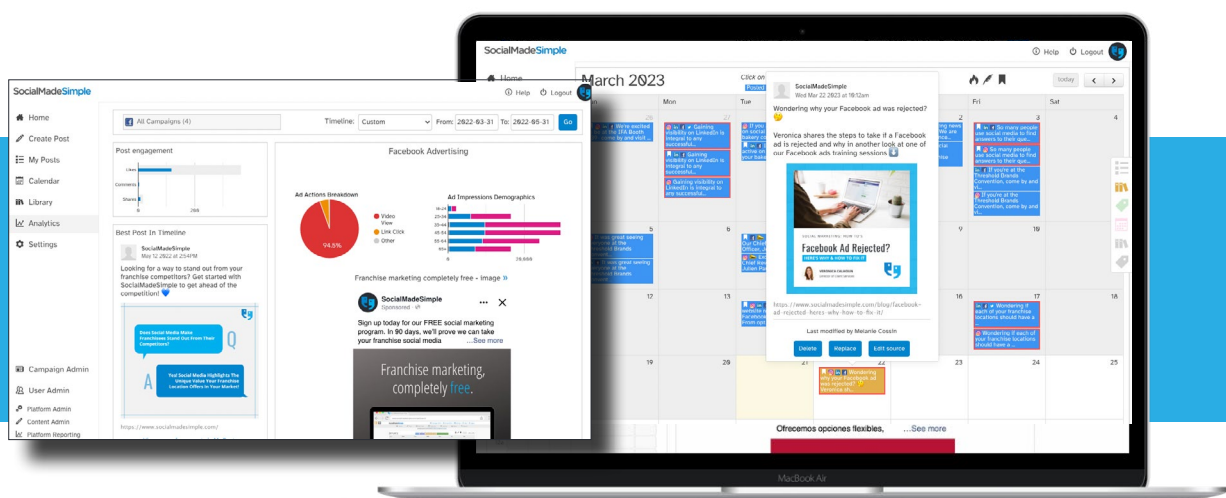
Schedule and publish posts to each location's social media pages with a **single click**.

## 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

## 2022 PROGRAM RESULTS

Combining consistent custom content and targeted advertising campaigns, SocialMadeSimple **generates affordable customer leads and substantial brand awareness** for participating medical businesses.

\$28	AVG. COST PER APPT
155K	POSTS PUBLISHED
88M	IMPRESSIONS
316.9K	POST CLICKS
84.5K	POST LIKES
12K	COMMENTS & SHARES



"After signing-up for SocialMadeSimple, they quickly had us up and running with **on point, professional content**. The user friendly dashboard allows us to easily see the success of our ads and campaigns. We could not be more happy with the services they have provided."

**Bob, Mike, & Jason**

*Preferred Care at Home of Macomb, Grosse Pointe & Eastern Oakland*

# Contact

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

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**SCHEDULE A CALL**



**SocialMadeSimple**

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