



Club  Z!

**CLUB Z!**

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

# Contents

---

<b>Introduction</b>	<b>03</b>
<b>Content Posting</b>	<b>04</b>
<b>Page Likes Ads</b>	<b>05</b>
<b>Lead Generation Ads</b>	<b>06</b>
<b>SocialModo</b>	<b>07</b>
<b>90-Day Results</b>	<b>08</b>
<b>Contact</b>	<b>09</b>

# 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

Club Z! is a national brand focused on **tutoring kids in grades from Kindergarten - High School**. Club Z! was looking for an effective and scalable social media advertising strategy to generate customer leads and drive brand awareness.

Club Z! participated in a free **90-day Franchise Marketing Pilot Program**, where SocialMadeSimple became the social media team for **five franchisee locations**.

Today, we are the **preferred social media marketing vendor** for Club Z!

**North Fort Worth • Fayetteville • Colorado Springs • Kingwood • San Diego**

# Content Posting

## STRATEGY OPTIMIZATION

- SocialMadeSimple publishes **expertly-crafted posts 3x per week** following a Club Z! - approved content calendar.
- Highlight **seasonal content, parent/teacher conferences, test preparation, and seasonal holidays** as additional reasons to seek help.
- The goal is to spread **brand awareness & reach a wider audience** of parents.



## BOOSTED POSTS

- Reach a wider audience **beyond the Page's existing followers.** (Organic posts might reach dozens of people, while a boost can reach thousands.)
- Posts are displayed with a **similar appearance to sponsored paid ads** and have a call-to-action button.
- Ability to leverage **Facebook's hyper-targeting tools** to place posts in front of the right people.

# Page Likes Ads

For the first two months, we created and optimized page likes campaigns to **increase visibility and establish each location's Facebook page** as a legitimate profile.

Additionally, the page likes campaigns allowed us to build robust retargeting audiences for future lead generation campaigns.

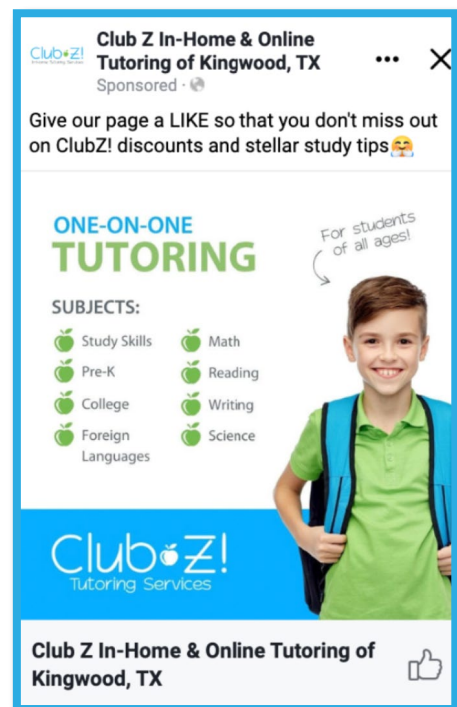
## STRATEGY OPTIMIZATION

- A goal of generating **new page likes** for all Club Z! Pages
- Raise brand awareness, build a community for the brand, and **build robust retargeting audiences**
- Focused primarily on the parents of children and **homeschooling**, but also older students looking for **personalized tutoring**

## TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 35 - 60
- **Lookalike Audience:**  
Corporate-provided Customer List
- **Interests:** Homeschooling, Early childhood education, Test preparation, Parents, or competitors (ex: Mathnasium)

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



# Lead Generation Ads

In month three, we launched lead generation advertisements to **drive high-quality, exclusive sales leads**. Lead generation ad campaigns primarily focused on promoting the “Free Session” offer.

## STRATEGY OPTIMIZATION

- A goal of generating new and **qualified sales leads**
- Interested users **submit their info directly on Facebook**, then delivered to Club Z!'s CRM in real-time
- Primarily focused on promoting their **“Free Session” offer**

## TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 35 - 60
- **Custom Audiences:** Retargeting the page likes campaign & a corporate-provided customer list
- **Interests:** Homeschooling, Early childhood education, Test preparation, Parents, or competitors (ex: Mathnasium)

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



# SocialModo

With **SocialMadeSimple's platform**, SocialModo, Club Z! 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 Club Z! 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

Club Z!'s dedicated Client Success Manager is available for support or campaign updates.

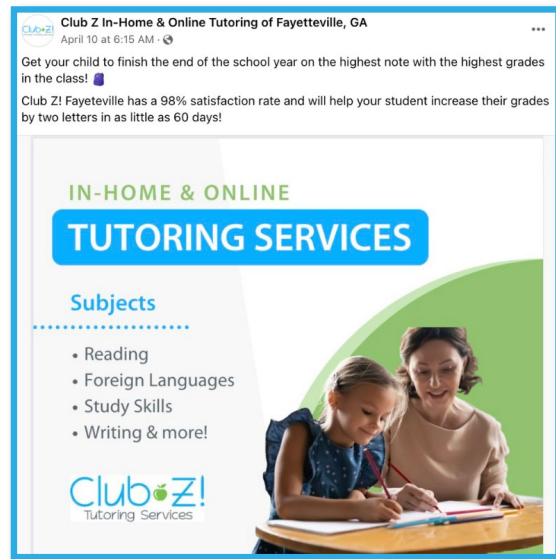


# 90-Day Results

## CONTENT PERFORMANCE

203	POSTS PUBLISHED
148K+	TOTAL IMPRESSIONS
75K+	TOTAL REACH
149	TOTAL CLICKS

Through the success of our strategy-driven campaigns, Club Z! franchisees have been **generating qualified leads while significantly boosting brand awareness.**



## PAGE LIKES CAMPAIGN

114	NEW PAGE LIKES
12K+	TOTAL REACH
47K+	TOTAL AD VIEWS
645	TOTAL CLICKS

## LEAD GENERATION CAMPAIGN

66K+	TOTAL AD VIEWS
21K+	TOTAL REACH
23	TOTAL LEADS
609	TOTAL CLICKS



# Contact

---



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

**JULIEN PAUL**

*Chief Revenue Officer*

julien@socialmadesimple.com

617.939.7814

**SCHEDULE A CALL**



**SocialMadeSimple**

SOCIALMADESIMPLE.COM

