

FLOOR COVERINGS
international®

FLOOR COVERINGS INTERNATIONAL

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

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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

Floor Coverings International (FCI) is a manufacturer-direct flooring installation franchise with **over 200 locations across North America**.

In 2021, FCI 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 FCI!

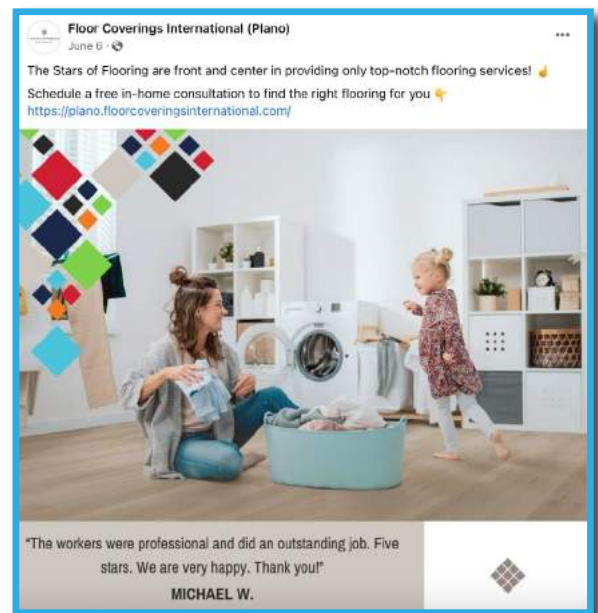


Content Posting

For each location's Facebook page, we publish **expertly-crafted posts 3x per week** with consistent posting frequencies and continuous optimizations.

STRATEGY OPTIMIZATION

- Posts include **high-quality images** of their products & services with a **family-friendly theme**.
- Messaging encourages the audience to **request a free consultation**.
- The goal is to spread **brand awareness, build credibility & position FCI as an industry leader**.



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

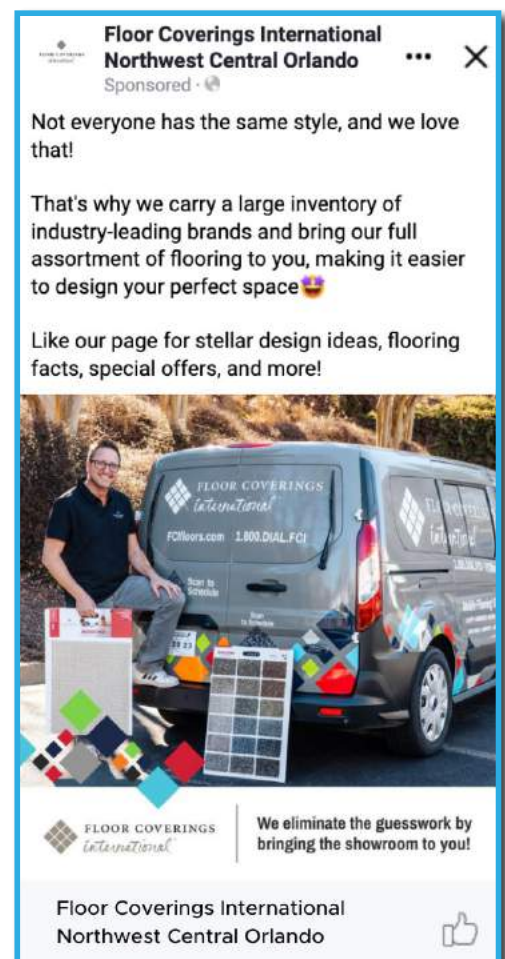
Page likes campaigns create an increase in brand awareness, letting potential clients see that the Floor Coverings International brand is popular and well liked. **When people like your Facebook page, they are more likely to see your posts in their newsfeeds.** This can lead to increased engagement with your content, such as likes, shares, and comments.

STRATEGY OPTIMIZATION

- **Increase brand awareness** among potential customers in their target market.
- **Build trust and credibility** with potential customers.
- **Increase engagement** with their custom content.

TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 26 - 65+
- **Lookalike Audience:**
Corporate-provided Customer List
- **Interests:** Renovation, Flooring, Home Improvements, etc.



Web Traffic Ads

Web Traffic campaigns drive potential customers directly to Floor Coverings International's website. When people are considering a large purchase, they want to do their research and make sure they're making the right decision. **Web traffic campaigns allow people to learn more about FCI's products and services before they make a decision.** This can help to generate leads, increase sales, and build brand awareness.

STRATEGY OPTIMIZATION

- **Drive more people to the FCI website** to learn about their products and services.
- **Generate leads** from people who are interested in buying flooring.
- **Build website visitor list** that can be used in future market campaigns.

TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 26 - 65+
- **Lookalike Audience:**
Corporate-provided Customer List
- **Interests:** Renovation, Flooring, Home Improvements, etc.



Lead Gen Ads

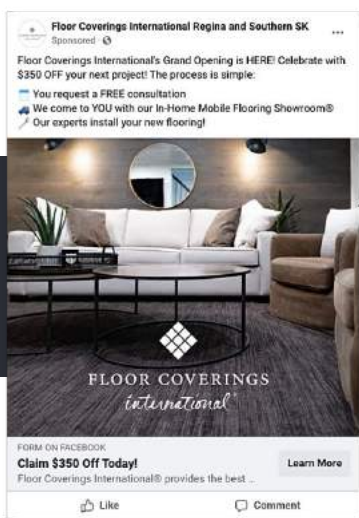
Lead generation ads **drive high-quality, exclusive sales leads** and primarily focus on promoting **discounted offers** and **free consultations**.

STRATEGY OPTIMIZATION

- **Carousel ads** are used to showcase catalog images of showrooms.
- **Users submit their info directly** on Facebook or Instagram to claim an offer or request a consultation.
- Lead **info is delivered directly to FCI** via email in real-time.

TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 26 - 65+
- **Custom Audience:** Retargeting page likes & web traffic campaigns
- **Interests:** Renovation, Flooring, Home Improvements, etc.



SocialModo

With **SocialMadeSimple's platform**, SocialModo, FCI 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 FCI 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

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



Program Results

Following the success of the 90-day marketing pilot program, **SocialMadeSimple became the preferred social media vendor for over 100 FCI locations.**

Today, SocialMadeSimple helps Floor Coverings International continue to grow on social media with **custom content and targeted advertisement campaigns.**



“We are the owners of a very small business which requires all of our time and attention. By using the services provided by SocialMadeSimple, we have been able to reap the benefits of being active on social media without having to do it ourselves.”



The Gortarezes
FCI Northeast Vancouver, BC

ADS PERFORMANCE

33M+	TOTAL IMPRESSIONS
160K+	TOTAL CLICKS
2.7K+	TOTAL LEADS
40%	CONVERSION RATE

CONTENT PERFORMANCE

467K+	TOTAL IMPRESSIONS
17K+	TOTAL ENGAGEMENTS
8K+	TOTAL POSTS

Contact



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

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