



FITNESS FRANCHISE CASE STUDY

Delivering measurable results
through quality lead-generation



SocialMadeSimple®

CASE STUDY OVERVIEW

03. The Client

04. Franchisee Strategy

05. Franchise Development Strategy

06. Program Results

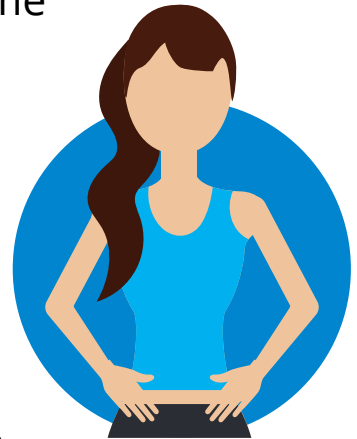
07. Program Summary

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THE CLIENT

The Client is a popular fitness franchise that came to SocialMadeSimple with no social media presence and **fewer than 10 fitness studios**.

Today, the client has over **600 active locations** with another 1000+ studios in the brand's development pipeline, making it one of the **fastest growing fitness franchises in the nation**.



The Challenge

The client needed a **comprehensive** social marketing program that, above all else, provided **measurable results** that **impacted the bottom line**. We execute the following two programs for the client.

Franchisee Program

Drive new membership sales for all franchisees.

Goal: Customer Acquisition

Franchisor Program

Provide a consistent flow of qualified franchisee leads.

Goal: Franchisee Acquisition

FRANCHISEE STRATEGY

Blending data-backed strategy around **location stages**, reaching the **brand's marketing persona**, and delivering **world-class creative**, we execute high-performing campaigns.

01 PHASE

PRE-OPENING

Generate local awareness of new location openings and grow list of waitlist/VIP customers.

02 PHASE

GRAND OPENING

Dedicate a full month to promote the big day and continue to drive contact conversions.

03 PHASE

FULLY OPEN

Constantly drive new customer traffic with ongoing direct action campaigns and offers.

Targeting Personas



Primarily
female
members.



Ages 25-35,
averaging
30 years old.

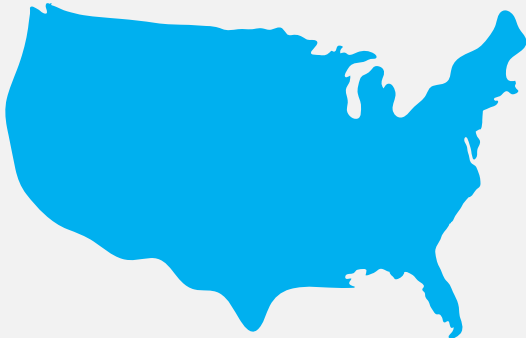


Consumers
with **healthy**
lifestyles.

FRANCHISE DEVELOPMENT STRATEGY

SocialMadeSimple produces **leads qualified to purchase** and **operate** new franchise studios both **domestically** and in select **international** markets. These strategic campaigns are executed by serving optimized ads on **Facebook** and **Instagram**.

Geographic Strategy



Domestic Campaign

Generate a consistent, high-volume flow of financially qualified franchisee leads in targeted US markets.



International Campaign

Pursue master franchisors internationally while selling additional franchises in existing markets.



PROGRAM RESULTS

SocialMadeSimple's campaigns are so effective that over **30%** of all **new memberships sold** and over **80%** of **all franchisee leads** come from our **Facebook** and **Instagram** ad campaigns.

Our franchise development campaigns have yielded a **substantial ROI** for the franchisor. In addition, we generated a **master franchisee in Australia** to bring the brand to a new continent.

Ad Campaign Performance

Franchisee

1.1B	Impressions
19M	Engagements
1.8M	Leads
\$15.47	Cost Per Lead

Franchise Development

45.1M	Impressions
10.7M	Reach
70K	Leads
\$11.50	Cost Per Lead

PROGRAM SUMMARY



600+ locations participate in our franchisee program



SocialMadeSimple was awarded **the Vendor of the Year**



80% of all member leads come from our program



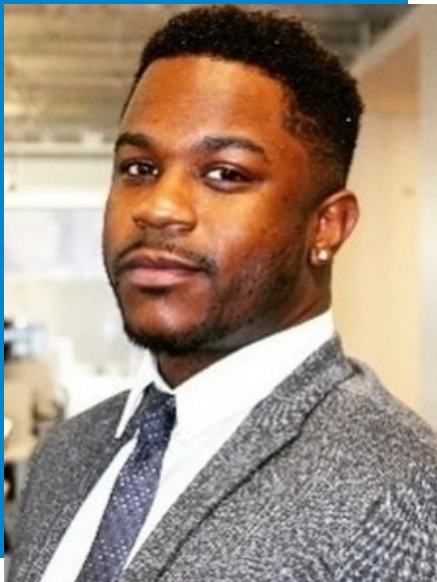
We acquired a **master franchisee** in Australia



"Starting with two studios with a combined advertising budget of \$3,400 and now scaled to the efficient management of hundreds with \$200,000+ in monthly social media advertising. I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"

- Kasie, Marketing Director

LET'S WORK TOGETHER



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SCHEDULE A CALL



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