



ONE YOU LOVE HOMECARE

FRANCHISE PILOT CASE STUDY

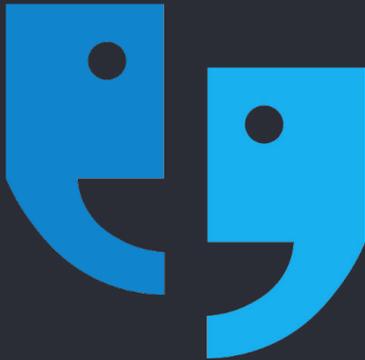


SocialMadeSimple

Contents

Introduction	03
Content Posting	04
Advertising	05
SocialModo	06
Program Results	07
Contact	08

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

One You Love Homecare takes a comprehensive approach to **senior care**. Exceptional reliability with 24/7 support from **professional caregiving teams** means total peace of mind for the family.

The franchise needed a social media marketing strategy that could **generate new customer sign-ups cost-effectively** while simultaneously **boosting brand awareness** in each franchisee's local area. **Five locations** participated in a free **90-day Franchise Marketing Pilot Program**, where we met each of their needs seamlessly.



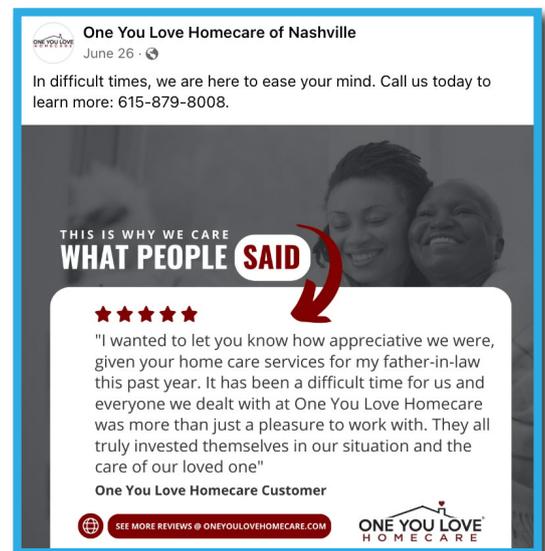
Content Posting

We post **3x per week** to each location's Facebook page. These social media posts are **skillfully crafted**, maintain a **consistent posting frequency**, and are **continuously optimized** for the best results in the form of engagement.

STRATEGY OPTIMIZATION

One You Love Homecare's **content goals** are brand awareness and recruitment.

- **Brand Awareness:** A simple and compassionate language that promotes services, caregivers, testimonials, and their mobile app.
- **Recruitment:** Each location's content reflects specific hiring needs and personalized patient care.



MESSAGING

- **Encourage the audience** to engage with posts and download the mobile app.
- **Showcase the brand** and its unique benefits.
- Describe to users **what to expect as a resident.**

BOOSTED POSTS

- Our platform, SocialModo, turns **high-performing content** into boosted posts.
- Boosted posts have a small budget behind them & are **served to a target audience.**
- Reach an audience **beyond existing followers.**

Advertising

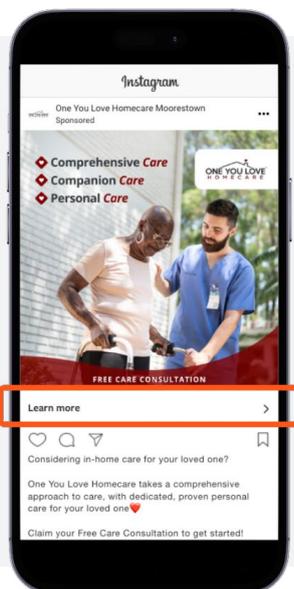
One You Love Homecare's lead generation ad campaigns aimed to **drive new business, help with recruitment, increase brand awareness, and encourage engagement** with each location's social media page.

STRATEGY OPTIMIZATION

- **Users submit a form** without leaving Facebook or Instagram.
- **Lead information is delivered directly** to One You Love Homecare's CRM in real time.
- Lead gen forms are completely customizable & make it convenient for users to **schedule a free care consultation.**

TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 35 - 65+
- **Demographic:** Adults with Aging Loved Ones
- **Interests:** Live-in Caregivers, Respite Care, etc.



Im interested in finding in-home care for:

A loved one

Myself

Continue

Share your contact info

Zip code
Enter your answer.

Phone number
Enter your answer.

Email
Enter your answer.

Name
Enter your answer.

By clicking Send request, you agree to send your info to One You Love Homecare Moorestown who agrees to use it according to their privacy policy. Instagram will also use it subject to our Privacy Policy, including to auto-fill forms for ads. Your information may be autofilled into this ad from ads you previously submitted responses to, your Instagram profile or any linked Facebook profile. [View Instagram Data Policy](#)

Submit

Thanks, you're all set!

A member of our team will be in contact shortly! You can visit our website or exit the form now.

View website

SocialModo

With **SocialMadeSimple's platform**, SocialModo, One You Love Homecare 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 One You Love Homecare's franchisees for feedback and revisions.

Social Networks

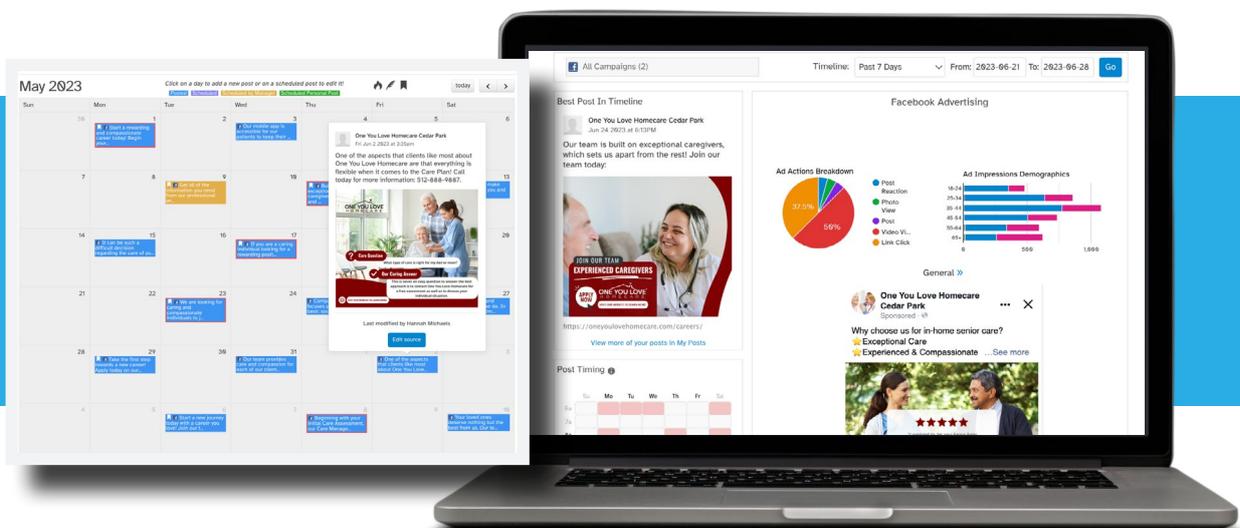
Schedule and publish posts to each location's Facebook and Instagram with a single click.

Reporting

Each franchisee receives comprehensive reporting via analytics dashboards and emails.

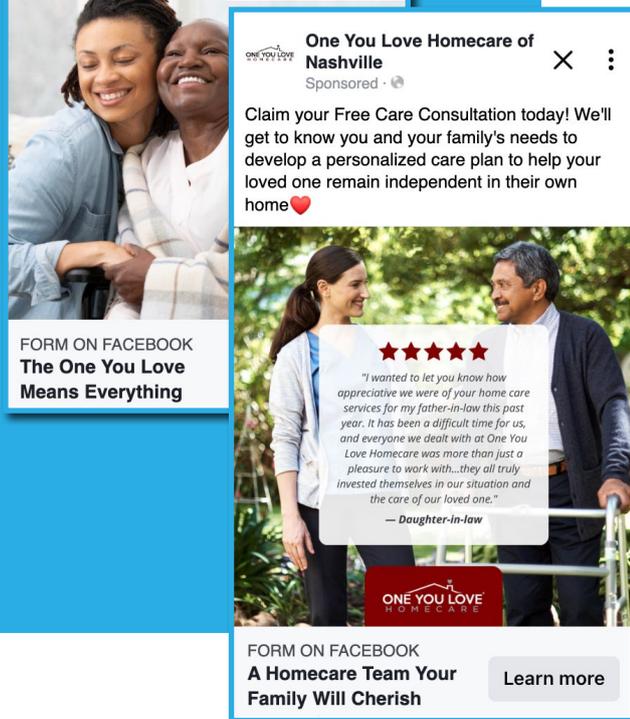
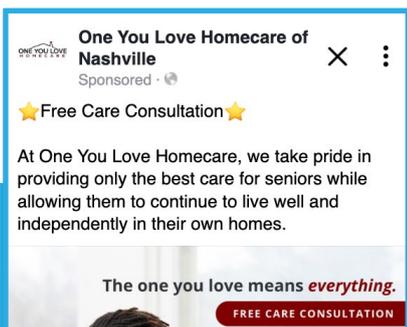
Support

One You Love Homecare's dedicated Client Success Manager is available for support or campaign updates.



Program Results

Through the success of SocialMadeSimple's advertising campaigns and custom content strategy, each One You Love Homecare franchisee **generated a consistent flow of tangible results.**



LEAD GENERATION ADS

36K+	TOTAL IMPRESSIONS
1.4K+	TOTAL CLICKS
16K+	TOTAL REACH
60+	TOTAL LEADS
\$47.40	COST PER LEAD

BOOSTED CONTENT

266K+	TOTAL IMPRESSIONS
260+	TOTAL CLICKS
137K+	TOTAL REACH
360+	POSTS PUBLISHED
260%	INCREASE IN POSTS

Contact

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



NICK ENGLISH

Sales Manager, Franchise

nick.english@socialmadesimple.com

781.390.4764

SCHEDULE A CALL



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