



# SENIOR HELPERS

FRANCHISE PILOT 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

Senior Helpers is the nation's **premier provider of in-home senior care**, with locations all across the country.

The franchise needed a social media marketing strategy that could generate potential **caregivers applicants** cost-effectively while simultaneously boosting **brand awareness**.

Five locations participated in a free **90-day Franchise Marketing Pilot Program**, where SocialMadeSimple met each of their needs.



# 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.

## CONTENT GOALS

Senior Helpers' **content goals** are brand awareness and recruitment.

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



## MESSAGING

- Showcase the **in-home services** and its benefits.
- Theme: **Providing support** for independent seniors.
- Promote the benefits of being a **senior caregiver**.

## 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

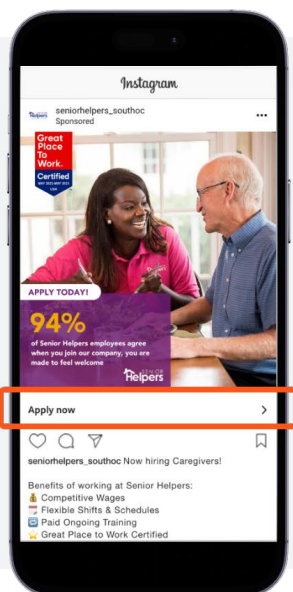
Senior Helpers's lead generation ad campaigns aimed to **drive new business, help with recruitment, increase brand awareness, and encourage engagement** with each location's social media page.

## STRATEGY OPTIMIZATION

- **Users submit a form** without leaving Facebook or Instagram.
- **Lead information is delivered directly** to Senior Helpers' CRM in real time.
- Lead gen forms are customizable & make it convenient for users to **apply for caregiver roles** or **find in-home care**.

## TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 40 - 60 Clients, 80+ Patients
- **Demographic:** Established Caregivers, Homeowners, Family, Adults with Elderly Parents
- **Interests:** In-home Care Services



How much (personal or professional) experience do you have with senior care?

None

I have some experience

I am very experienced

Continue

Share your contact info

Phone number

Enter your answer.

Email

Enter your answer.

Last name

Enter your answer.

First name

Enter your answer.

By clicking Send request, you agree to send your info to Senior Helpers of South Orange County 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!

We will be in contact shortly! You can visit our website or exit the form now.

View website

# SocialModo

With **SocialMadeSimple's platform**, SocialModo, Senior Helpers 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 Senior Helpers franchisees for feedback and revisions.

## Social Networks

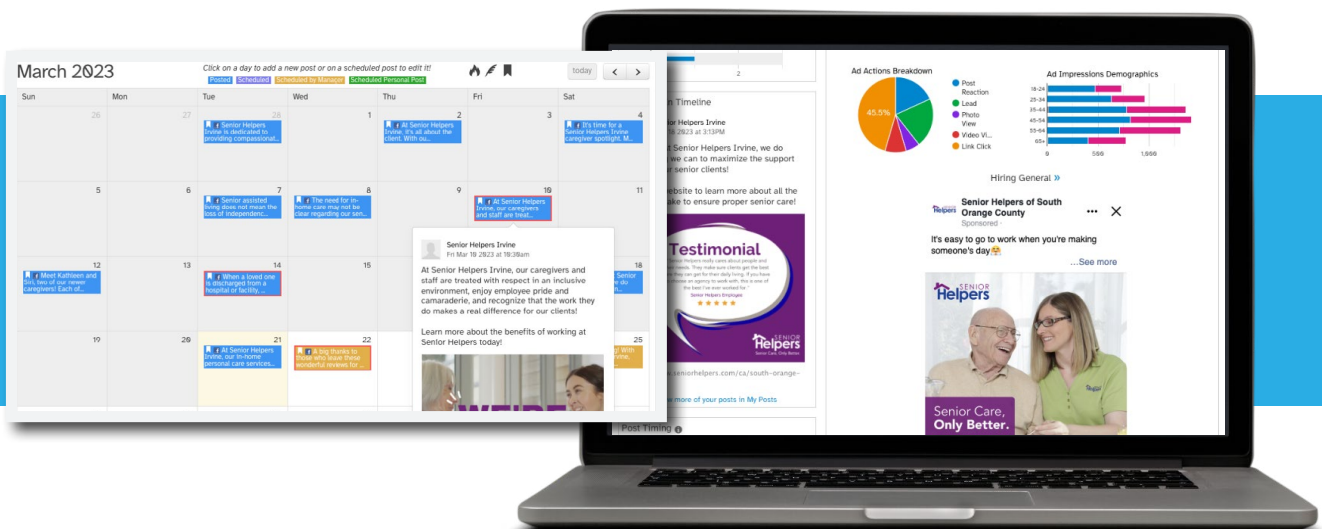
Schedule and publish posts to each location's Facebook and Instagram with a single click.

## Reporting

Each franchisee receives comprehensive reporting via analytics dashboards and emails.

## Support

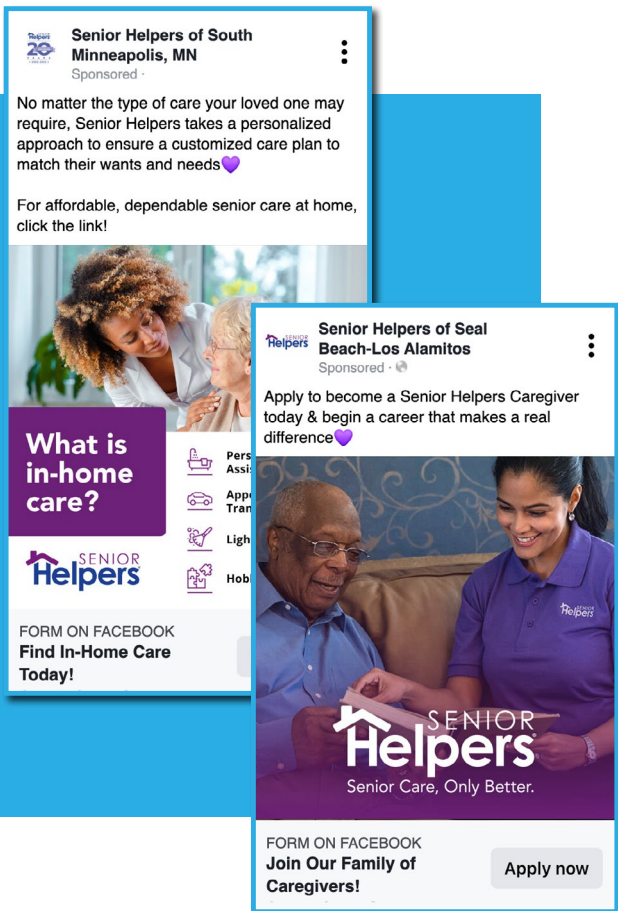
Senior Helpers' dedicated Client Success Manager is available for support or campaign updates.



# 90-Day Results

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

Today, SocialMadeSimple is the **preferred social media vendor** for Senior Helpers.



## LEAD GENERATION ADS

310K+	TOTAL IMPRESSIONS
815	TOTAL CLICKS
137K+	TOTAL REACH
260	TOTAL LEADS
\$8.25	COST PER LEAD

## BOOSTED CONTENT

246K+	TOTAL IMPRESSIONS
139+	TOTAL ENGAGEMENTS
131K+	TOTAL REACH
325+	POSTS PUBLISHED
156%	INCREASE IN POSTS

# Contact

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



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**SCHEDULE A CALL**



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