

GET IN SHAPE FOR WOMEN

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

Get In Shape For Women is a small group personal training model that empowers women through body transformation.

Five franchise locations participated in our 90-day Pilot Program, where our goal was to increase brand awareness and generate new member leads. Today, we are the social media team for **twenty Get In Shape For Women locations.**



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 IMPLEMENTATION

- Focused on Get in Shape For Women's **services, user generated content, and FAQs.**
- Utilized **UTM codes** to track who clicked links.
- Promoted the **benefits, monthly challenges, testimonials**, and more.



MESSAGING

- Use a tone that is **friendly** and **encouraging**
- Develop a **positive** and **supportive community**
- Describe to users **what to expect as a member.**

BOOSTED POSTS

- Our platform, SocialModo, turns **high-performing content** into boosted posts.
- A small allocated budget allows them to be **served to a target audience.**
- These posts reach an audience **beyond existing followers.**

Advertising

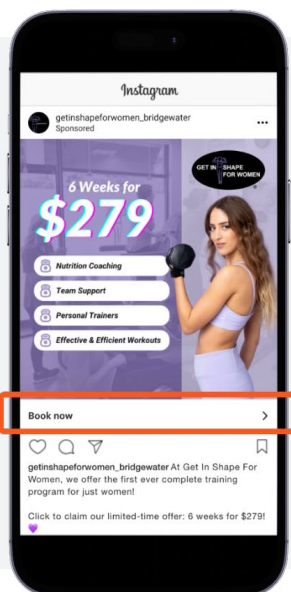
Get In Shape For Women's **member prospecting lead generation ad campaigns** aimed to **drive new business** and **increase brand awareness** for each location's social media page.

LEAD GENERATION

- **Users submit a form** without leaving Facebook or Instagram.
- **Lead information is delivered directly** to Get In Shape For Women's CRM in real time.
- Lead gen forms are completely customizable & make it convenient for users to **claim various offers**.

TARGETING

- **Location-Based:** ZIP Codes
- **Ages:** 30 - 65+
- **Demographic:** Lookalike & Retargeting Audiences
- **Interests:** Fitness & wellness, Physical exercise, health, etc.

A white form with a close button (X) in the top right corner. The title is 'What is your fitness goal?'. Below the title is a text input field with the placeholder 'Enter your answer.'. At the bottom of the form is a blue button with the text 'Continue' and a white right-pointing arrow.A white form with a close button (X) in the top right corner. The title is 'Share your contact info'. It contains several text input fields for 'Phone number', 'Email', 'Last name', and 'First name', each with the placeholder 'Enter your answer.'. A red callout box with white text says 'USER INFO WILL PRE-POPULATE!' with a red arrow pointing to the 'First name' field. Below the fields is a blue button with the text 'Submit' and a white right-pointing arrow.A white form with a close button (X) in the top right corner. It features a clipboard icon with a checkmark. The text reads 'Thanks, you're all set!' followed by 'We'll be in contact shortly! You can visit our website or exit the form now.' At the bottom is a blue button with the text 'View website'.

SocialModo

With **SocialMadeSimple's platform**, SocialModo, Get In Shape For Women 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 Get In Shape For Women's franchisees for feedback and revisions.

Social Networks

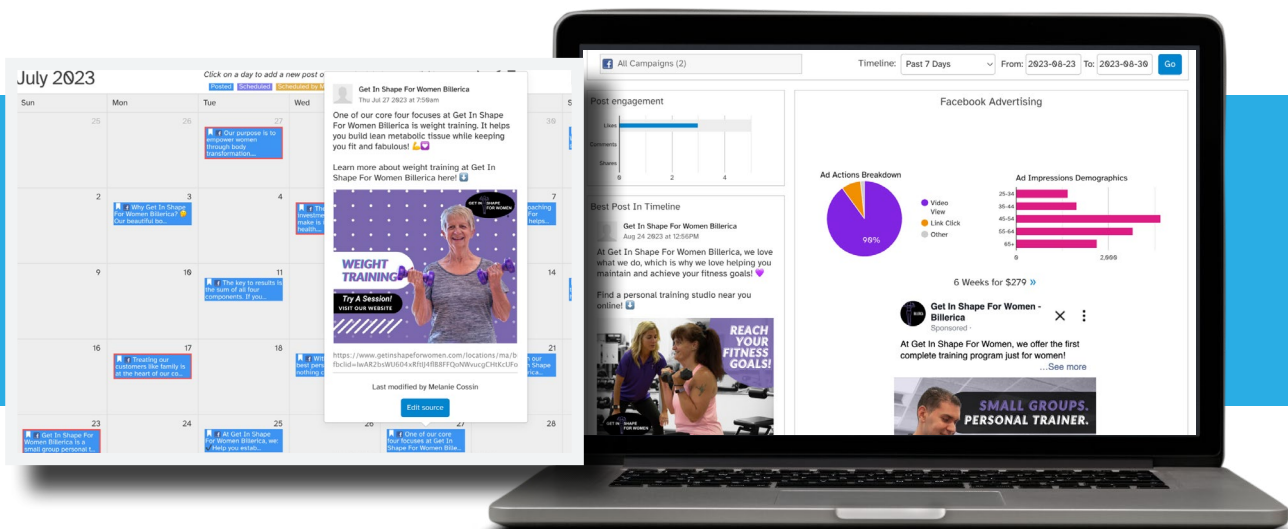
Schedule and publish posts to each location's Facebook and Instagram with a single click.

Reporting

Each franchisee receives comprehensive reporting via analytics dashboards and emails.

Support

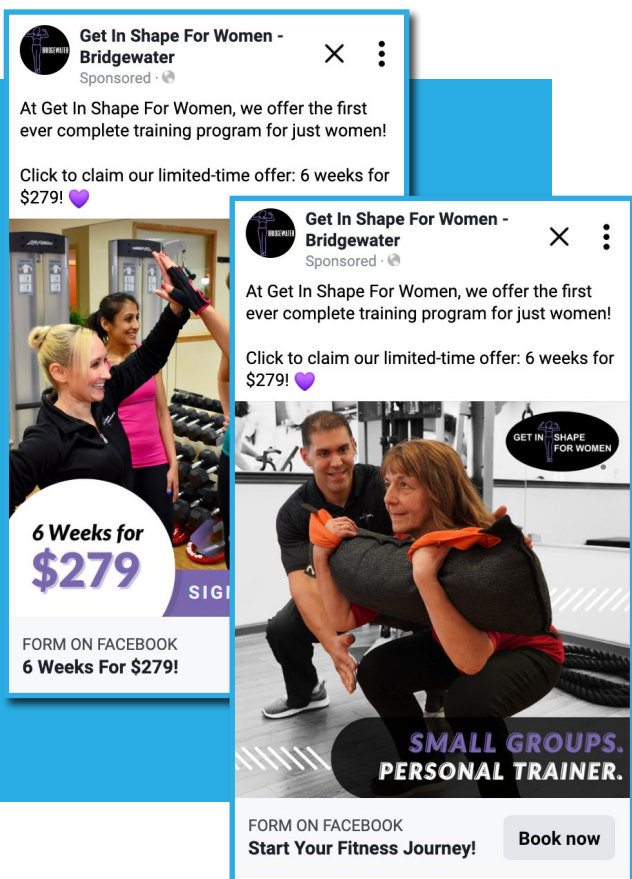
Get In Shape For Women's dedicated Client Success Manager is available for support or campaign updates.



90-Day Results

Through the success of SocialMadeSimple's pilot program, each Get In Shape For Women franchisee generated a consistent flow of tangible results.

Following the pilot program, **Get In Shape For Women** named **SocialMadeSimple** a required **vendor**, and we're currently fulfilling social media for twenty franchise locations.



LEAD GENERATION ADS

454K+ TOTAL IMPRESSIONS

5.6K+ TOTAL CLICKS

142K+ TOTAL REACH

170+ TOTAL LEADS

\$53.69 COST PER LEAD

BOOSTED CONTENT

173K+ TOTAL IMPRESSIONS

250+ TOTAL CLICKS

81K+ TOTAL REACH

190+ POSTS PUBLISHED

+6.4K% INCREASE IN POSTS

Contact

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



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SCHEDULE A CALL



SocialMadeSimple

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