



# STRETCHMED

---

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

# Contents

---

<b>Introduction</b>	<b>03</b>
<b>Content Posting</b>	<b>04</b>
<b>Advertising</b>	<b>05</b>
<b>SocialModo</b>	<b>06</b>
<b>90-Day Results</b>	<b>07</b>
<b>Contact</b>	<b>08</b>

# 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

StretchMed is a fitness-based company solely focused on providing full-body 50-minute stretching sessions by professional therapists.

Four 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 forty StretchMed franchise locations.**

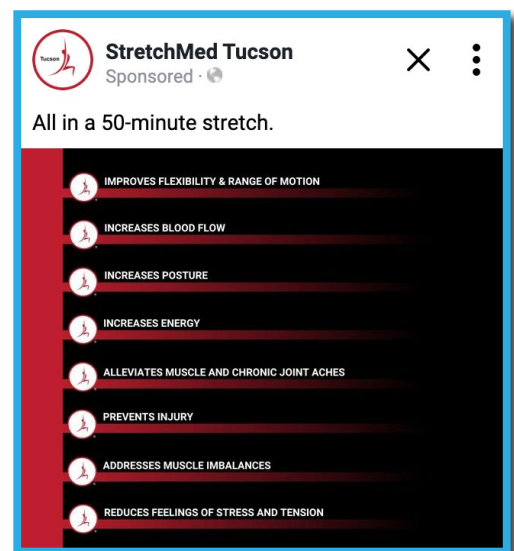


# Content Posting

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

- **Spread awareness** of their safe and effective full body stretching services delivered by caring, trained professionals.
- Utilized **UTM codes** to track users who clicked on links.
- Promoted the **benefits, customer testimonials**, and more.



## MESSAGING

- Use a tone that is **professional** and **helpful**.
- Focus on helping **people with chronic pain**.
- Educate users on **how StretchMed is different**.

## 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

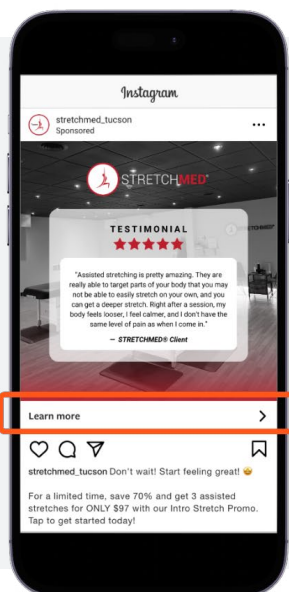
StretchMed's **member prospecting lead generation ad campaigns** aimed to **drive new business** and **increase brand awareness** for each location's social media page.

## LEAD GENERATION

- **Users submit a form** without leaving Facebook or Instagram.
- **Lead information is delivered directly** to StretchMed'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:** 25 - 60
- **Behaviors & Interests:**  
Individuals that are active or just interested in health and fitness, going to the gym, or flexibility.



Is this your first time trying an assisted stretch?

Yes

No

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 StretchMed Tucson 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!

Your info has been sent to our team! We'll be in contact with you shortly. In the meantime, please visit our website to book now and learn more!

Book Your 1st Stretch Now!

# SocialModo

With **SocialMadeSimple's platform**, SocialModo, StretchMed 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 emails **bi-weekly** to StretchMed's franchisees for feedback.

## Social Networks

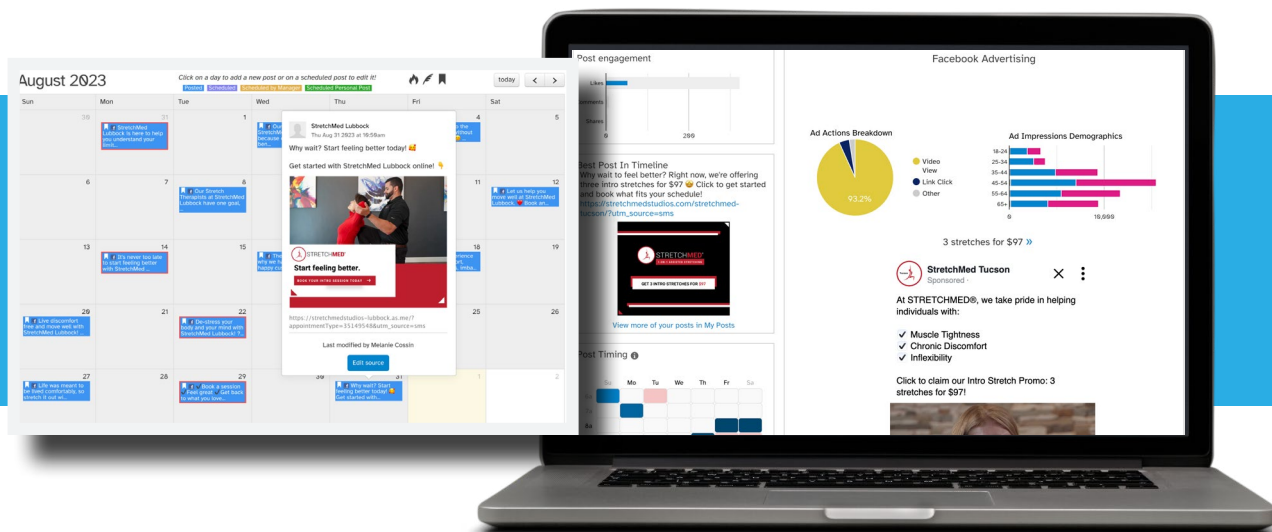
Schedule and publish posts to each location's Facebook & Instagram with a **single click**.

## Reporting

Each franchisee receives **detailed reports** via email & their analytics dashboards.

## Support

StretchMed's **dedicated Client Success Manager** is available for phone or email support.

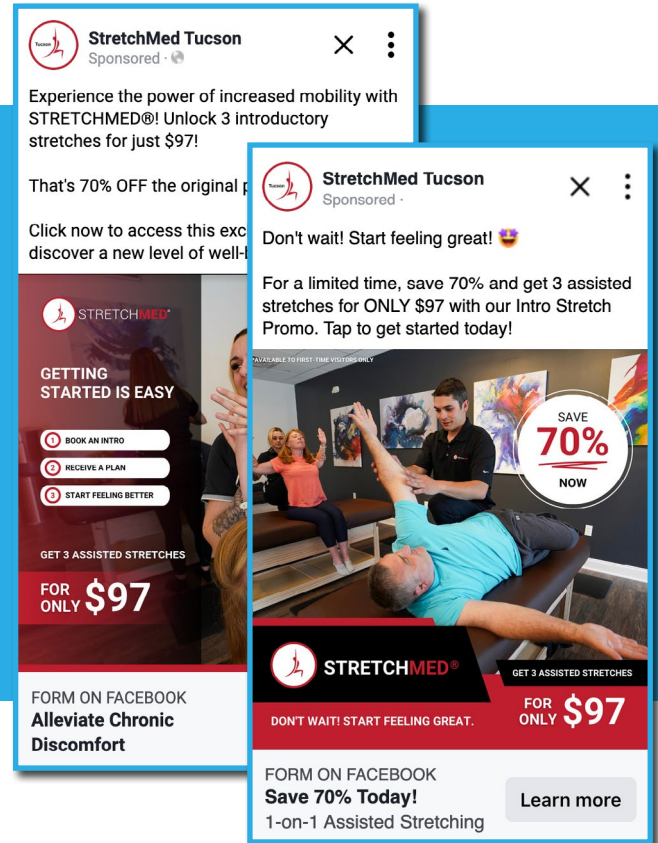




# 90-Day Results

Through the success of SocialMadeSimple's pilot program, each StretchMed franchisee generated a consistent flow of tangible results.

Following the pilot program, **StretchMed named SocialMadeSimple a required vendor**, and we're currently fulfilling social media for forty franchise locations.



## LEAD GENERATION ADS

366K+	TOTAL IMPRESSIONS
5.7K+	TOTAL CLICKS
424	TOTAL LEADS
\$20.65	COST PER LEAD

## BOOSTED CONTENT

277K+	TOTAL IMPRESSIONS
213	TOTAL CLICKS
197K+	TOTAL REACH
155	POSTS PUBLISHED

# Contact

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



**JULIEN PAUL**

*Chief Revenue Officer*

[julien@socialmadesimple.com](mailto:julien@socialmadesimple.com)

617.380.6570

**SCHEDULE A CALL**



**SocialMadeSimple**

[WWW.SOCIALMADESIMPLE.COM](http://WWW.SOCIALMADESIMPLE.COM)

