



NUTRISHOP

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

Index

INTRODUCTION	03
CONTENT POSTS	04
ADVERTISING: BRAND AWARENESS	05
ADVERTISING: LEAD GENERATION	06
SOCIALMODO	07
RESULTS	08
CONTACT	09

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

Nutrishop is a US-based franchise that is focused on selling **health and wellness products** to their customers.

Four locations participated in our 90-day Pilot Program, where our goal was to increase brand awareness and educate potential customers on current offers to boost in-store foot traffic.

Today, we are a preferred social media vendor for Nutrishop.



Content Posts

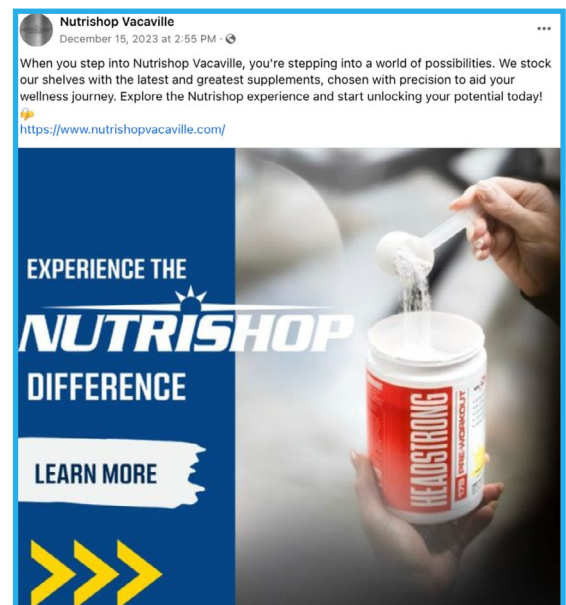
Nutrishop's main content goals were brand awareness and engagement. We posted **3x per week** to each Nutrishop location's Facebook page. These posts maintain a consistent posting frequency and are continuously optimized for the best results.

STRATEGY IMPLEMENTATION

- **Highlighted Nutrishop's premier customer service** and educated consumers on overall health and wellness.
- **Incentivized consumers to shop in-store** by promoting promo codes, Free meal plans, body scans, and Nutrishop "challenges".
- **Positioned Nutrishop as a trusted leader** in their industry by posting testimonials, blogs, products, tips, and more.

BOOSTED POSTS

- **High-performing content** is turned into boosted posts through our platform, SocialModo.
- A small budget allows boosted posts to be served to a target audience, **expanding reach beyond existing followers.**



Advertising: Brand Awareness

During the first two months of Nutrishop's pilot program, we ran brand awareness campaigns to **drive website traffic** and **in-store visits**.

STRATEGY IMPLEMENTATION

- Utilized **promotional offers** to drive store visits, including "15% off, \$5 off, free meal plans, and free body composition scans."
- Used **tracking code** to build future retargeting audiences and keep track of who clicked on the ads.

TARGETING

- **Location-Based:** 10-mile radius
- **Audiences:** Customer and lookalike lists
- **Behaviors & Interests:** Active adults interested in nutrition, gyms, personal growth, etc.

Nutrishop South Reno Sponsored · 🌐

There is no one-size-fits-all solution! That's why our in-store experience is unique and customized to every individual to help them achieve their goals 🙌

Ready to see what cutting-edge supplements you could benefit from? Stop by your local NUTRISHOP® and mention promo code ✨ BattleBorn ✨ at checkout for \$5 off ANY product!

*OFFER VALID IN-STORE ONLY

YOUR RESULTS ARE WAITING!

Get **\$5 OFF** any product!
PROMO CODE: BATTLEBORN

NUTRISHOP

[https://www.nutrishopusa.co ...](https://www.nutrishopusa.co...) **Learn more**

\$5 Off In-Store

Advertising: Lead Generation

For the last month and a half of the Nutrishop pilot program, we **shifted 100% of the ad budget to lead generation campaigns** directly on Facebook and Instagram.

STRATEGY IMPLEMENTATION

- Campaigns focused on **persuading individuals to sign up for location-specific Nutrishop challenges**, including their Jumpstart 21 Program and an 8-week New Year Challenge.
- Lead generation campaigns allowed Nutrishop to **collect challenge sign ups directly on Facebook and Instagram**.
- **Lead forms are completely customizable** and make it seamless for users to sign up, resulting in high conversion rates and low CPLs.

The image illustrates the lead generation process on Instagram. It shows an Instagram ad for the Nutrishop Jumpstart 21 Program, which offers a \$890 value for free for a limited time. The ad includes a 'Learn more' button. To the right, a contact information form is shown, which is pre-populated with user information. A red callout box indicates that the user info will pre-populate the form. Below the form is a 'Submit' button. To the right of the form is a confirmation screen that says 'Thanks, you're all set!' and 'Your info has been sent to our team! We'll be in contact with you shortly! In the meantime, please check out our website to learn more.' A red arrow points from the 'Submit' button to the 'View website' button.

SocialModo

With SocialMadeSimple's platform, SocialModo, Nutrishop 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 Nutrishop franchisees for feedback and approval.

Networks

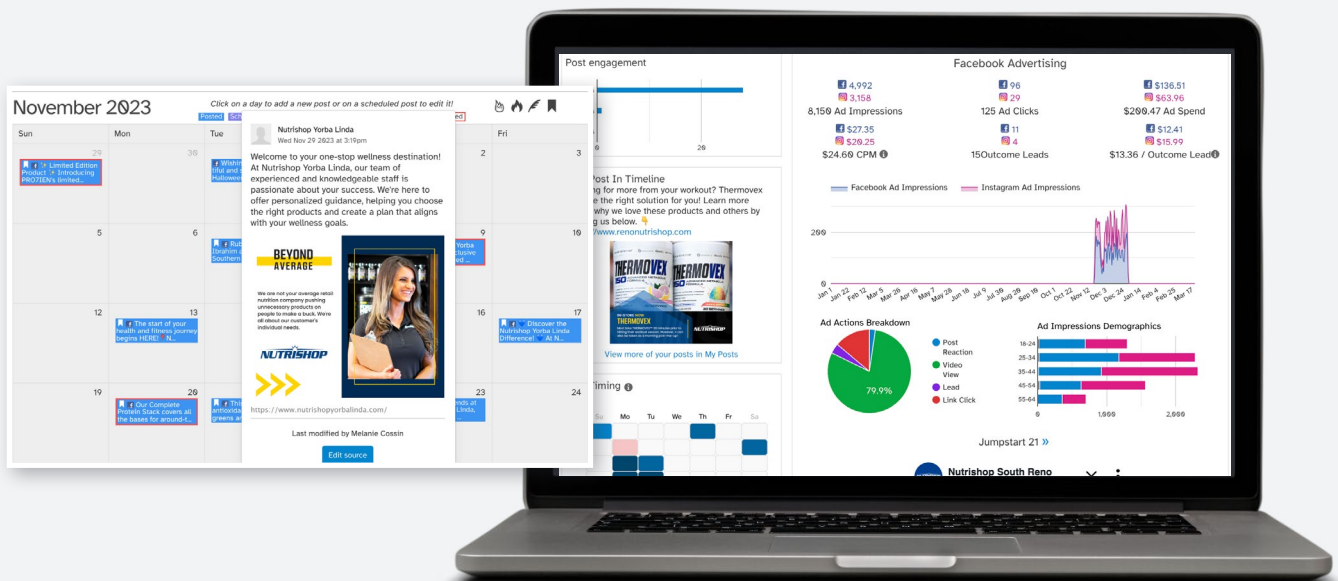
Posts are scheduled and published to each location's Facebook and Instagram.

Reporting

Each franchisee receives detailed reports via email and their analytics dashboards.

Support

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



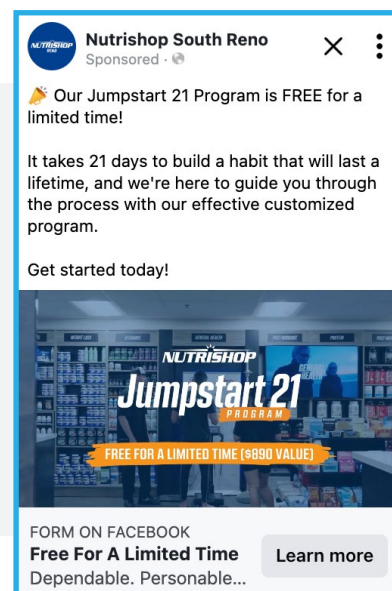
Results

Through the success of SocialMadeSimple's 90-day pilot program, each Nutrishop franchisee generated a consistent flow of in-store traffic, customer leads, and increased brand awareness. Following the pilot program, we became **the preferred social media vendor of Nutrishop USA.**

90-DAY PERFORMANCE

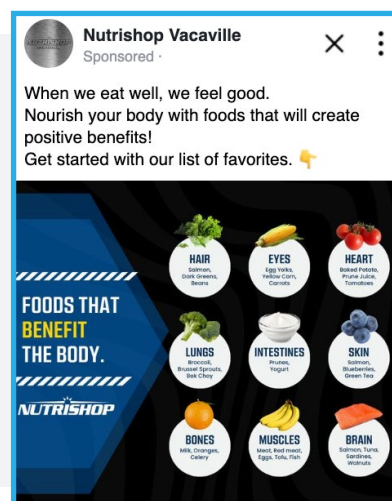
ADVERTISEMENTS

750K+	TOTAL IMPRESSIONS
1.1K+	TOTAL CLICKS
75	TOTAL LEADS
\$10.08	COST PER LEAD



BOOSTED CONTENT

258K+	TOTAL IMPRESSIONS
193	TOTAL CLICKS
151K+	TOTAL REACH
312	POSTS PUBLISHED



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



JULIEN PAUL

Chief Revenue Officer

julien@socialmadesimple.com

617.380.6570

[SCHEDULE A CALL](#)



www.socialmadesimple.com



SocialMadeSimple