



WILD EGGS

FRANCHISE PILOT CASE STUDY

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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

Wild Eggs serves up an **elevated food experience** with delicious and unique dishes for breakfast, brunch and lunch.

Five locations participated in our 90-day Pilot Program with the following goals:

- Increase brand awareness
- Drive new business
- Recruit potential franchise owners



New Albany • Oakley • Cincinnati • Downtown Indianapolis • Fishers

Content Posts

We posted **3x per week** to each Wild Eggs location's Facebook and Instagram pages. These social media posts focused on **increasing brand awareness**.

STRATEGY IMPLEMENTATION

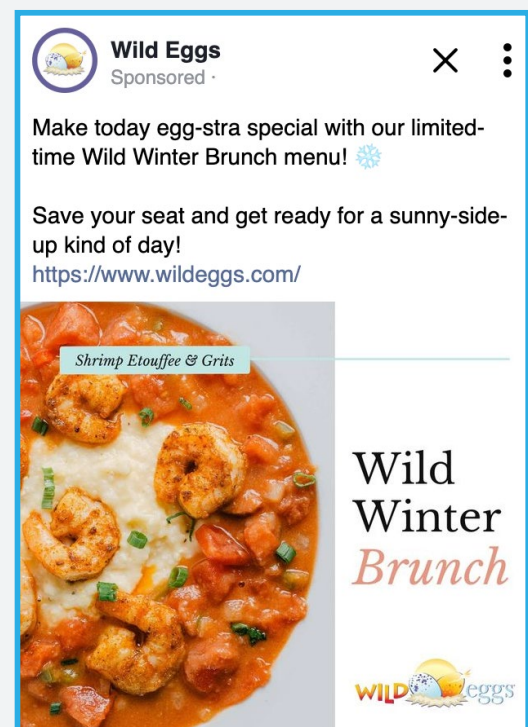
- Informed people in the area about Wild Eggs' **limited-time menu options** and other perks.
- Promoted Wild Eggs' **offers, menu items, rewards, catering, giftcards** and **testimonials**.
- Utilized **UTM codes** to track users who clicked on links in the content posts.

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, **reaching beyond existing followers**.

90-DAY RESULTS

330K+	Total Impressions
206K+	Total Reach
609	New Page Likes
426	Total Clicks



Ads: Web Traffic

Wild Eggs' Web Traffic ad campaigns aimed to **build an engaged audience** and **generate potential customers** on Facebook and Instagram.

STRATEGY IMPLEMENTATION

Implemented **two ad campaigns** with a 50-50 split budget for equal testing and comparison:

1. Encouraged customers to **make online reservations**.
2. Promoted **direct online orders** from the Wild Eggs website.

TARGETING

- **Location-Based** 10-mile radius
- **Ages:** 18+ (online ordering), 21+ (reservations)
- **Behaviors & Interests:** Lunch, local food, breakfast, online food ordering, foodie, OpenTable, etc.

90-DAY RESULTS

361K+	Total Impressions
12K+	Total Clicks
5.8K+	Total Web Visits
\$0.36	Avg. Cost Per Web Visit



Ads: Franchise Development

Wild Eggs' Lead Generation ad campaigns aimed to **recruit potential franchisee owners** on Facebook and Instagram.

STRATEGY IMPLEMENTATION

Highlighted Wild Eggs' **beneficial aspects of franchising** that include:

- A proven business model
- Work-life balance
- Ongoing support
- Comprehensive training
- Effective marketing

TARGETING

- **Location-Based:** Alabama, Florida, Georgia, Indiana, Kentucky, North Carolina, Ohio, South Carolina, Tennessee, Virginia, and West Virginia
- **Behaviors & Interests:** Entrepreneurship, Small and medium enterprises, Leadership, Investors, etc.
- **Lead Form Questions:** Short answer questions, multiple choice questions, and contact information.

90-DAY RESULTS

44K+	Total Impressions
1.6K+	Total Clicks
116	Total Leads
\$12.24	Avg. Cost Per Lead



Lead Generation

HOW IT WORKS

- Lead generation campaigns allow Wild Eggs to **collect submissions** for potential franchisee owners **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to Wild Eggs' CRM (Customer Relationship Management) tool in real time.
- Lead forms are **completely customizable** and make it seamless for users to submit their info, resulting in high conversion rates and low CPLs (Cost Per Lead).

The image illustrates the lead generation process through four sequential mobile app screens:

- Instagram Post:** A sponsored post from *wildeggsrestaurants* featuring a breakfast dish and a "Learn more" button.
- Form 1:** "What timeline would you be looking to open a Wild Eggs location?" with fields for "Relevant business experience:", "What excites you about owning a Wild Eggs?", and "What city are you interested in opening a Wild Eggs in?".
- Form 2:** "Share your contact info" with fields for Country, State, Phone number, Email, Last name, and First name. An orange callout box states: "USER INFO WILL PRE-POPULATE!" with an arrow pointing to the First name field.
- Confirmation Screen:** "Thanks, you're all set!" with a note: "A member of our team will be in touch soon, so please be ready to answer our call! You may now exit out of the form or visit our website."

116

Total Leads
Submitted

\$12

Average Cost
Per Lead

100%

Submitted a **City, Timeline,**
Email & Phone Number

SocialModo

With SocialMadeSimple's platform, SocialModo, Wild Eggs franchisees have the ability to view and manage their **content calendar**, **campaign stats**, and **aggregated messages** across Facebook & Instagram in real time with 24/7 access.

Content

We send bi-weekly emails to franchisees for feedback and approval.

Networks

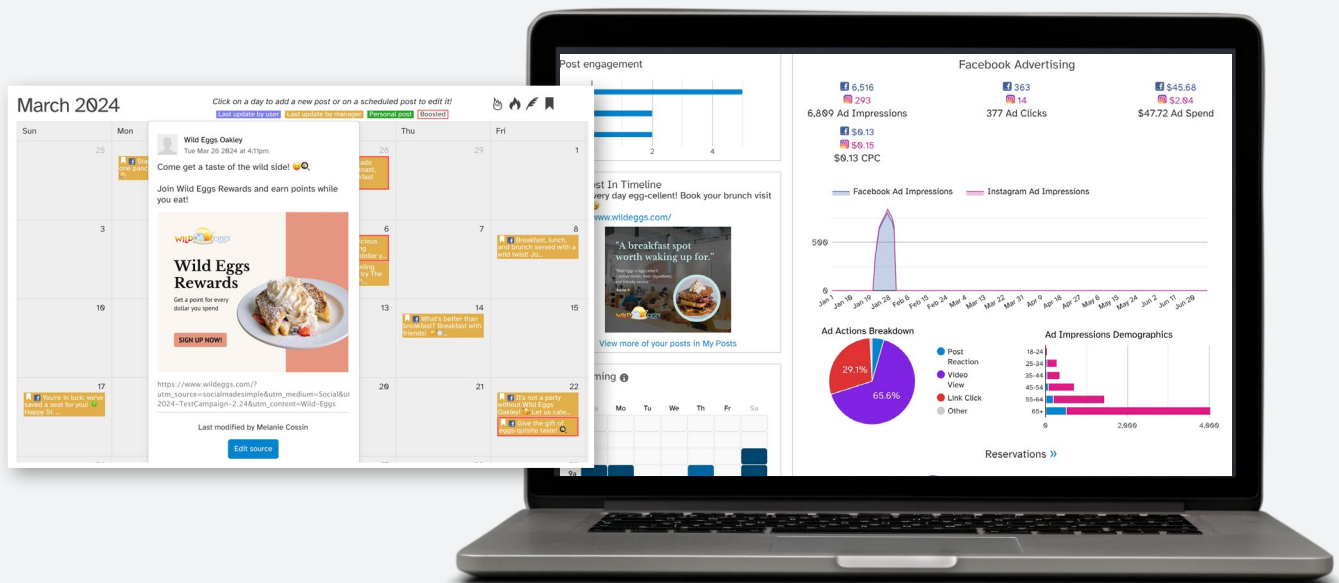
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

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

Support

Wild Eggs' Client Success Manager is available for phone or email support.



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule A Call](#)



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