



HOTWORX

FRANCHISE DEVELOPMENT CASE STUDY



SocialMadeSimple

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Introduction

SOCIALMADESIMPLE

SocialMadeSimple is a **franchise social media marketing company** founded in 2009, specializing in franchise development campaigns. We help brands find and convert potential franchisees on social media through cost-effective, highly targeted campaigns. Using organic, authentic-looking assets, we reach high-net-worth individuals and deliver qualified leads directly to your sales team at a low cost.

We seamlessly integrate with CRM systems and use custom qualifying questions to ensure only the most serious and qualified leads reach you, optimizing your sales process and maximizing results!

THE CLIENT

HOTWORX is a **fitness franchise** that combines infrared heat with various forms of exercise, such as yoga, Pilates, and high-intensity interval training (HIIT), inside heated saunas. The infrared energy increases circulation, promotes detoxification, and helps burn more calories in shorter sessions, making workouts more efficient.

With 24/7 access and a self-guided virtual training system, HOTWORX offers members the convenience of working out anytime while reducing franchisees' staffing needs. The franchise's unique approach to fitness and low-overhead business model has driven its rapid expansion, making it a popular choice for both fitness enthusiasts and aspiring franchise owners.

Franchise Development Overview

SocialMadeSimple produces leads qualified to purchase and operate new franchise locations both domestically and internationally. We target specific markets where the franchise is looking to grow, ensuring we reach the right audience in the right locations. These strategic campaigns consist of serving optimized ads on both Facebook and Instagram.

In addition to interest-based targeting, SocialMadeSimple uses “lookalike” audiences to generate new franchise leads globally based on a large set of proprietary data from over a decade of ads. Our goal is to yield a substantial return on investment for the franchisor and help grow the franchise quickly.

GEOGRAPHIC STRATEGY

- **Domestic Campaigns:** Generate a consistent, high-volume flow of financially qualified franchisee leads in targeted US markets.
- **International Campaigns:** Pursue master franchisors internationally while selling additional franchises in existing markets.

TARGETING STRATEGY

- **Location-Based:** Zip + postal codes
- **Lookalike Audiences:** Based on past leads or customer lists
- **Personas:** Entrepreneurs, existing franchise owners, business owners, and high-net-worth individuals
- **Retargeting:** Retarget website visitors or engaged social media users

*These parameters are just key highlights and do not represent all targeting details.**

HOTWORX Franchise Growth

HOTWORX FRANCHISE DEVELOPMENT RESULTS

30M+

Ad
Impressions

1.4M+

Ad
Clicks

32K+

Leads
Generated

\$15

Cost Per
Lead

\$1085

Cost Per Studio
Acquisition

When HOTWORX partnered with SocialMadeSimple in 2017, they had just 3 open locations. Unsure of how to scale their franchise network, particularly with the upfront franchise investment, they came to us looking for a solution.

Fast-forward seven years and HOTWORX has now grown to over **700 open locations**, with an additional **800+ franchises in the pipeline!**

SocialMadeSimple was named



**HOTWORX'S
VENDOR OF THE YEAR!**

 **HOTWORX** 
Sponsored ·

Ready to take control of your professional career by opening your own business? HOTWORX is looking for fitness-minded entrepreneurs to open a 24 Hour Infrared Fitness Studio in your market! As a Franchisee, you're able to tap into our 30 years of franchise experience with the systems and process already in place. No need to reinvent the wheel!



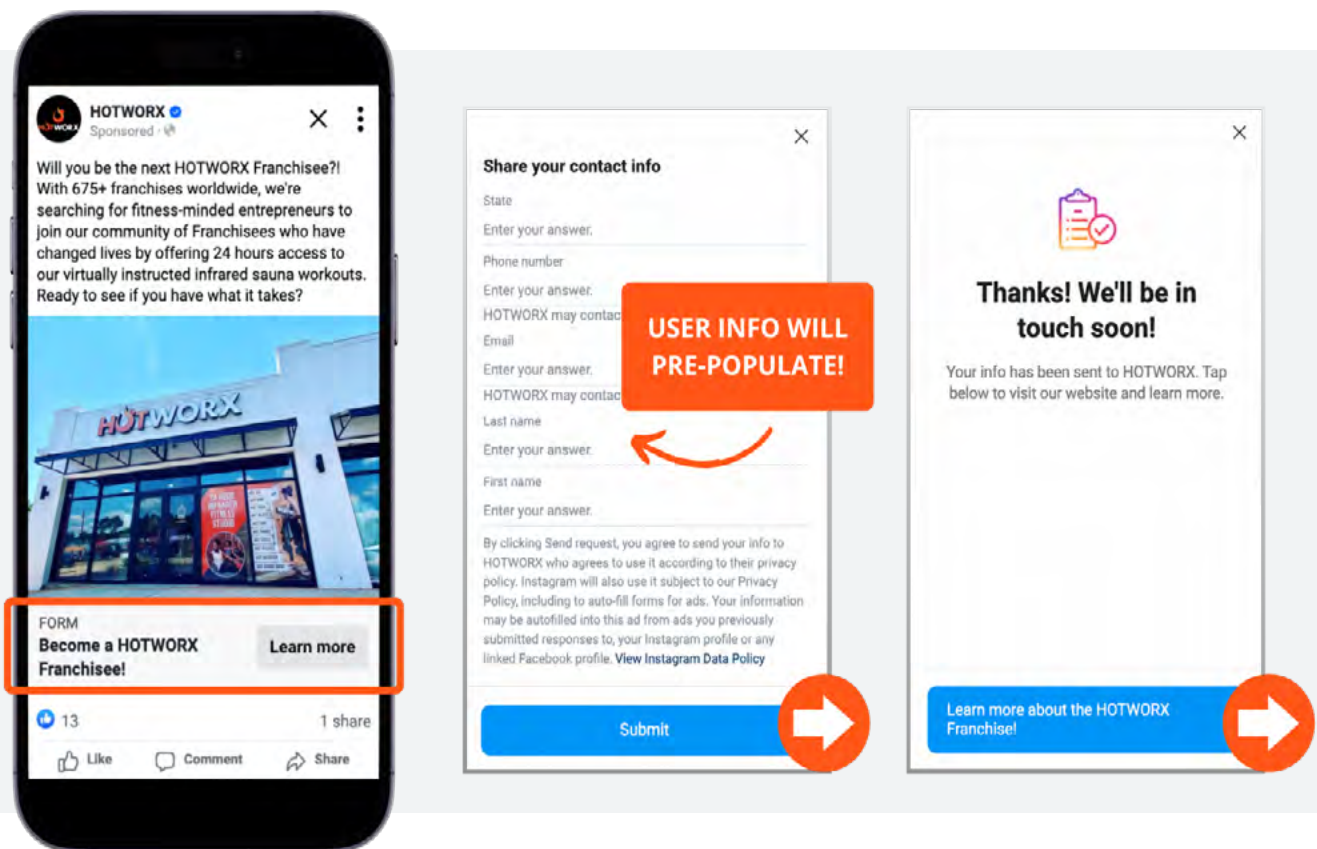
hotworx.net
**Get Info on Franchising
with HOTWORX!**

Learn more

How Lead Generation Works

HOW IT WORKS

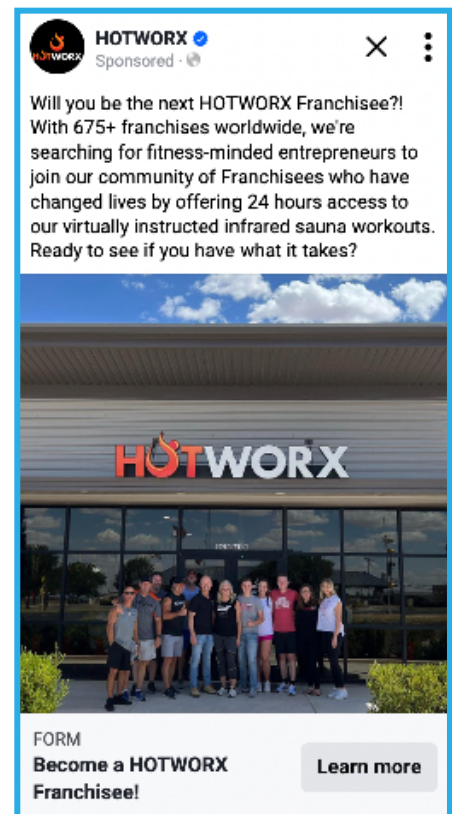
- Lead generation campaigns allow HOTWORX to **collect submissions** for potential franchisee owners **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to HOTWORX' CRM (Customer Relationship Management) tool in real time.
- Lead forms are **completely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



Program Overview

SocialMadeSimple has played a pivotal role in scaling HOTWORX from just 3 to over 700 active locations, spearheading both Franchise Development campaigns and Franchisee social media programs. As the sole required social media vendor for all HOTWORX franchisees, we drive new membership sales, increase engagement, and boost brand awareness.

- **Franchisee Program:** SocialMadeSimple's social media program is a requirement for every active HOTWORX franchisee as outlined in their operating agreements.
- **Award Recognition:** SocialMadeSimple was honored to receive HOTWORX's prestigious "Vendor of the Year" award at the brand's annual franchise convention, recognizing our continuous efforts and results-driven approach.



FRANCHISEE PROGRAM

2.3M+	Membership Leads
\$9.86	Cost Per Lead
>50%	All Member Leads Come from SMS

FRANCHISE DEVELOPMENT PROGRAM

32K+	Total Leads
\$15	Cost Per Lead
\$1085	Cost Per Studio Acquisition

In Their Words



"Starting with three studios with a combined advertising budget of \$3,400 and now scaled to the efficient management of hundreds with \$200,000+ in monthly social media advertising. I'm excited for the continued growth of our brand with SocialMadeSimple by our side!" - Kasie, Marketing Director

"With the launch of a new and innovative fitness franchise, we knew social media would be the most important lead source for our membership sales. Our target membership demographic is heavily present on Facebook and Instagram and as the brand continued to grow, we identified the need for a partnership with an **experienced marketing agency** that focused heavily on social media.

Our goal in finding a partner was to have this partner **manage the social media marketing and advertising efforts** of each studio location with their knowledge and expertise, collaborate with corporate executives who have knowledge and insight on the brand and business operations, while also working directly with our franchisees to establish a local presence through social media and optimize the performance of their studio's advertising. **We found this and more with SocialMadeSimple.**

From the very first conversation to our weekly meeting yesterday, **we've come to consider SocialMadeSimple as part of our team.** My close communication with our Account Manager and the exceptional service and support they provide to our franchise locations has been integral in the success of this partnership. **Together we celebrate in our achievements** and are always committed to working together to overcome any challenges. It's incredible to look back at how much we've accomplished after only one year, starting with three studios with a combined advertising budget of \$3,400 and now scaled to the efficient management of hundreds of studios with \$200,000+ in monthly social media advertising. **I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"**

Become Our Next Success Story!



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[Schedule A Call](#)



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