



# MANAGEMOWED

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**FRANCHISE PILOT CASE STUDY**

# Index

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**INTRODUCTION**

**03**

**CONTENT POSTS**

**04**

**LEAD GENERATION ADS**

**05**

**FRANCHISE DEVELOPMENT ADS**

**06**

**LEAD GENERATION FORMS**

**07**

**SOCIALMODO**

**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

ManageMowed is a **commercial landscaping company** who specializes in giving businesses the curb appeal necessary to attract new customers.

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

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

Richmond • Oklahoma City • Charlotte • Henrico



# Content Posts

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

## STRATEGY IMPLEMENTATION

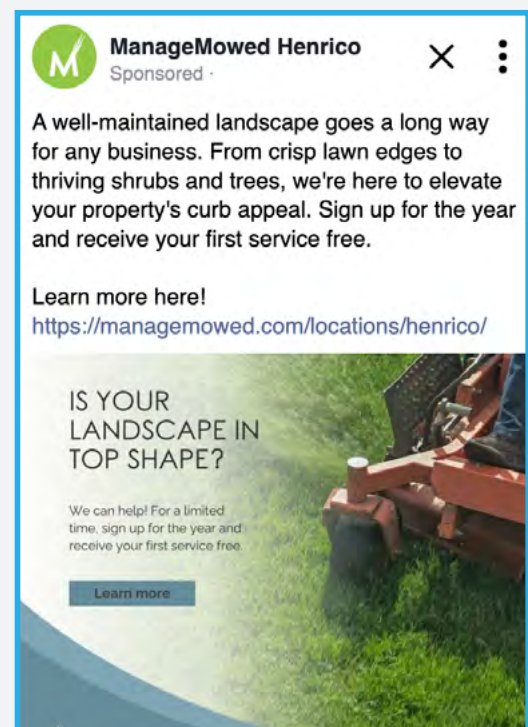
- **Corporate:** Posts highlight the benefits of owning a ManageMowed Franchisee.
- **Franchisee:** Posts include before and after photos, service offerings, and fun facts, all aimed at business owners.

## 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

|        |                       |
|--------|-----------------------|
| 336K+  | Total Impressions     |
| 252K+  | Total Reach           |
| 165    | Total Posts Published |
| \$1.31 | Avg. CPM              |





# Lead Generation Ads

## STRATEGY IMPLEMENTATION

The first month of the ManageMowed franchisee advertising strategy combined **brand awareness (33% budget)** and **lead generation (66% budget)** ads.

In month two of the ManageMowed pilot program brand awareness campaigns were shut off, and **100% of the ad budget was allocated to lead generation campaigns.**

## TARGETING

- **Location-Based**
- **Behaviors & Interests:** Small business owners and property/facility managers looking to increase the curb appeal of their business

## MESSAGING

- Establish ManageMowed as the premier choice for business landscaping, **utilizing 3 different offers:** Free site assessment, 50% off first service, Free site assessment + irrigation inspection

## 90-DAY RESULTS

|       |                   |
|-------|-------------------|
| 354K+ | Total Impressions |
| 219K+ | Total Reach       |
| 611   | Total Engagements |
| 5     | Total Leads       |

The screenshot shows a Facebook advertisement for ManageMowed Henrico. At the top, it says 'ManageMowed Henrico Sponsored'. The main text reads: 'We specialize in giving businesses the curb appeal to attract new customers and make a lasting first impression with expert full-service landscaping! For a limited time, we're offering a FREE first service when you sign up for a year! Click to get started today.' Below the text is a photo of a well-manicured commercial landscape with a brick walkway and colorful flower beds. A green checkmark icon is next to the text 'SIGN UP FOR THE YEAR AND RECEIVE YOUR FIRST SERVICE FREE'. Below this, there's a dark box with white text: 'Enjoy responsive, hassle-free, and affordable landscaping management.' To the right of this box is the ManageMowed logo. At the bottom, it says 'FORM ON FACEBOOK', 'Hassle-Free Landscaping', and 'Reliable Landscaping For B...'. A 'Sign up' button is in the bottom right corner.

# Franchise Development Ads

ManageMowed's Franchise Development lead generation campaigns targeted **new potential franchisee owners**.

**ManageMowed**  
Sponsored · 🌐

Top reasons to become a ManageMowed franchisee:

- ✓ Ongoing training & support
- ✓ Excellent work-life balance
- ✓ Rapid start-up & expansion
- ✓ Recurring revenue

And more!

Click the link to get started!

**Franchise with us!**

- ✓ Rewarding
- ✓ Supportive
- ✓ Work-life Balance

**ManageMowed**  
landscaping for businesses

FORM ON FACEBOOK  
**Become A Franchisee!**  
ManageMowed Franchis...

[Learn more](#)

## STRATEGY IMPLEMENTATION

Promoted the ability to build and grow a business, as well as ManageMowed's proven systems and ongoing training and support.

## TARGETING

- **Location-Based**
- **Ages:** 18-65+
- **Interests:** Entrepreneurs and leaders interested in project management

## 90-DAY RESULTS

|         |                   |
|---------|-------------------|
| 115K+   | Total Impressions |
| 78K+    | Total Reach       |
| 80      | Total Leads       |
| \$10.03 | Avg. CPM          |

# Lead Generation Forms

## HOW IT WORKS

- Lead generation campaigns allow ManageMowed to **collect submissions** for potential customers and franchisee owners **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to ManageMowed' 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 a series of five mobile app screens. The first screen shows an Instagram post for ManageMowed with a 'Learn more' button highlighted. The subsequent screens are part of a form sequence: 1. 'Where are you looking to open a ManageMowed franchise?' with a 'Continue' button. 2. 'What is the best way to reach you?' with radio buttons for 'Call', 'Text', and 'Email', and a 'Continue' button. 3. 'Share your contact info' with fields for 'Last name', 'First name', 'Phone number', and 'Email', a 'Submit' button, and a red callout box stating 'USER INFO WILL PRE-POPULATE!'. 4. 'Thanks, you're all set!' confirmation screen with a 'View website' button.

80

**Franchise Development  
Leads Submitted**

\$14.55

**Average Cost  
Per Lead**

70%

**Submitted an  
Email Address**

# SocialModo

With SocialMadeSimple's platform, SocialModo, ManageMowed 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

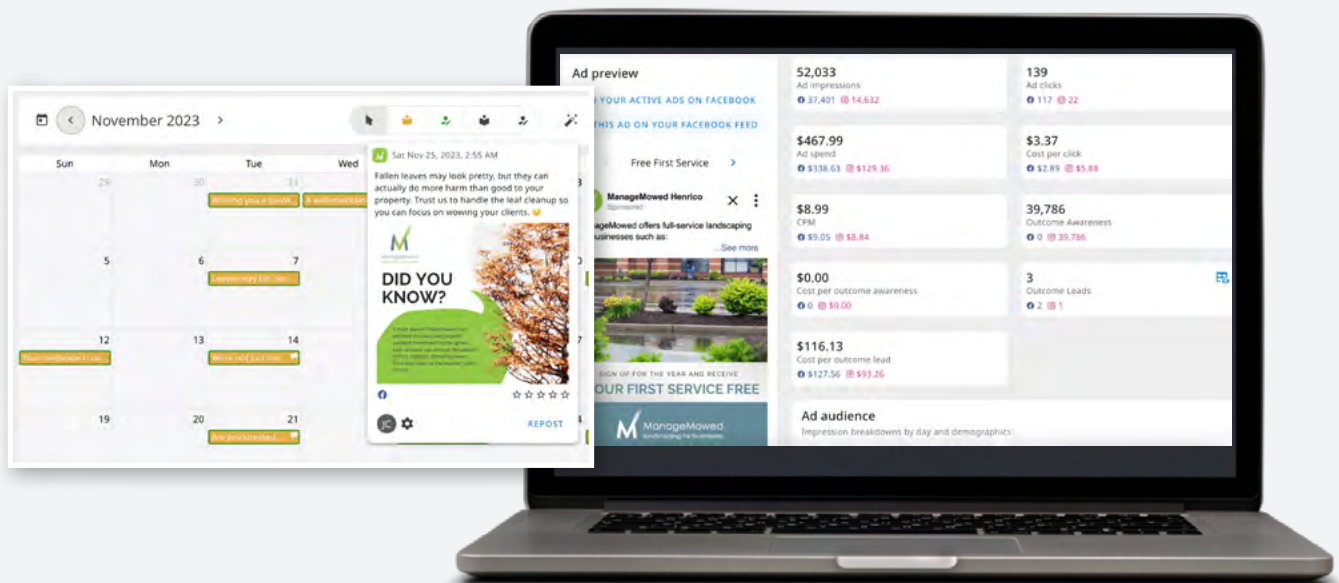
Posts are scheduled and published to each location's Facebook & Instagram.

## Reporting

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

## Support

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





# Contact

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TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule A Call](#)



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