



# Franchise Development Case Study

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How SocialMadeSimple Drives Scalable Growth  
Through Social Media Lead Generation

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# SocialMadeSimple



SocialMadeSimple is a **franchise-focused digital marketing agency** that's helped 30,000+ businesses grow since 2009 — including many of today's fastest-growing franchise brands.

With our AI-powered platform and expert team, we run hyper-targeted social media campaigns that deliver high-quality franchise leads — so you can expand faster, market by market.

## Built For Franchisors & Consultants

### Franchisors

**Accelerate Brand Growth  
With Fran Dev Campaigns.**

Whether you're expanding into new markets or building brand awareness, our team delivers fully-managed, social media campaigns that generate high-quality & financially qualified leads in your target locations.

### Consultants & Brokers

**A Scalable Solution to Fill  
Your Fran Dev Pipeline.**

Work smarter with a steady stream of franchisee and franchisor leads across multiple brands. We tailor campaigns to your verticals, ideal buyer profiles, and expansion markets.

# Franchise Development Lead Generation

Built to deliver the leads you want, where you want them — in real-time.



**Qualified Leads:** Screened to fit your unique requirements (budget, experience, etc.)



**Fully Integrated:** Leads flow directly into your CRM and sales tools for easy follow-up



**Geo-Targeted:** Reach the right markets with hyper-local ads



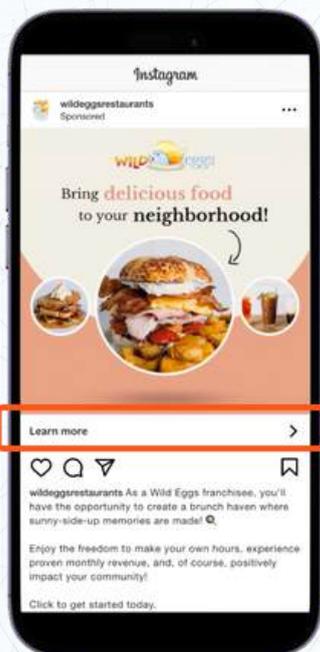
**Support:** Success manager to keep everything running smoothly



**Custom-Built Strategies:** Built for your brand, industry, & goals



**Detailed Reporting:** Track in SocialModo 24/7



What timeline would you be looking to open a Wild Eggs location?

Enter your answer:

Relevant business experience:

Enter your answer:

What excites you about owning a Wild Eggs?

Enter your answer:

What city are you interested in opening a Wild Eggs in?

Enter your answer:

Continue

Share your contact info

Country

Enter your answer:

State

Enter your answer:

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 Wild Eggs Restaurants 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 submitted into this ad from ads you previously submitted responses to, your Instagram profile or any linked Facebook profile. [View Instagram Data Policy](#)

Submit

USER INFO WILL PRE-POPULATE!

Thanks, you're all set!

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.

View Website

# For Franchisors

## Put Your Franchise Brand on the Map

**Ready to grow your franchise into new markets?** Take the guesswork out of franchise development with a fully managed social media strategy built for your brand.

We run hyper-local Facebook and Instagram ads that **deliver qualified franchisee leads** where you want to grow — in real time and fully integrated with your sales systems.

**2 Million+ Leads Generated**

## What's Included

- Financially-Qualified Leads
- Geographic Targeting
- Ideal Franchisee Profiles
- Facebook & Instagram Campaigns
- CRM/Sales System Integration
- Dedicated Customer Support
- 24/7 Access to SocialModo

**Handyman Connection Canada**  
Sponsored ·

Handyman Connection franchise empowers entrepreneurs to start their own business and THRIVE with ongoing training and support.

Click "Learn More" to take control of your business and be your own boss!

**Handyman CONNECTION**

We are the original home improvement in North America

FORM ON FACEBOOK  
Our Proven Process.  
Your Success.

**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](#)

# For Brokers & Consultants

## Grow Your Franchise Development Pipeline

Need a steady stream of qualified **franchisor and franchisee leads for the brands you represent?**

We take the guesswork out of lead generation for brokers and consultants with targeted Facebook & Instagram **lead ads that deliver sales-ready leads in real time** — ready for you to close.

**\$16**  
**Average CPL**

## What's Included

- Run Ads as Brand or Consultant
- Financially-Qualified Leads
- Geographic Targeting
- Target Verticals & Industries
- Facebook & Instagram Campaigns
- CRM/Sales System Integration
- 24/7 Access to SocialModo

The image shows two overlapping Facebook lead ads. The top ad is for 'Fully Promoted Franchising' and the bottom ad is for 'Franchising Done Right'. The bottom ad features a large image of a dog's face and the text 'Open your own pet franchise'.

**Fully Promoted Franchising** Sponsored

Ready to be your own boss? Join Fully Promoted and the \$100 billion industry that benefits from a proven franchise model through custom branded services, and promotional support, and a proven business model that has helped our franchisees to grow their businesses regardless of size. Ready to take the next step? Learn more!

**Franchising Done Right** Sponsored

Seventy percent of U.S. households have pets — and they splurge on them even when budgets tighten. Convert wagging tails into recurring revenue with grooming and training brands vetted by Franchising Done Right. Start the quick fit quiz to explore matches.

**Open your own pet franchise**  
CLAIM YOUR TERRITORY BEFORE SOMEONE ELSE DOES.  
GET STARTED

**Be Your Own Boss**

**FULLY PROMOTED**  
Franchise Support & Management Platform

FORM **Fetch Your Future** Franchising Opportunities [Learn more](#)

# SocialModo

## Your AI-Powered Franchise Marketing Hub

With SocialModo, our AI-powered platform, franchisors and consultants get full visibility into every aspect of their campaigns — all in one place.

### Real-Time Leads

Get franchise leads instantly synced with your sales tools

### Results & Insights

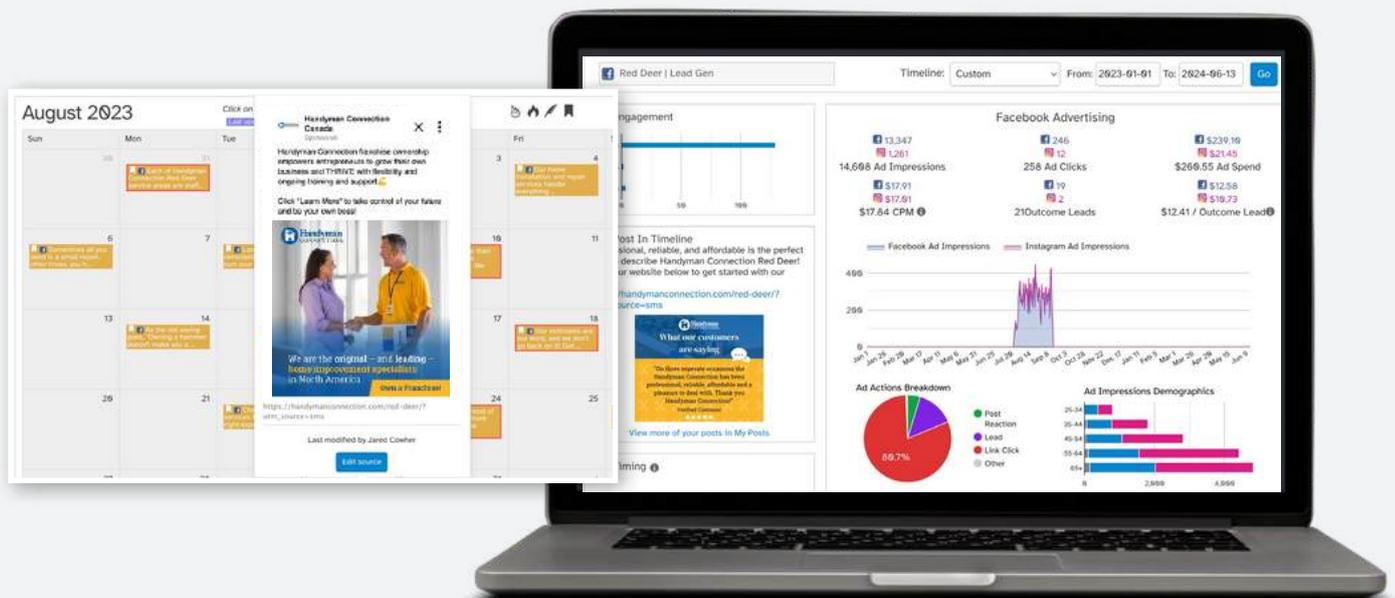
Track campaign performance and analytics 24/7

### Unified Inbox

Engage with leads & replies across all channels

### Always Supported

Your dedicated success team is just a call or email away



# Results

From emerging brands to national brokers and consultants, our lead generation **campaigns deliver real, measurable growth** — exactly where you want it.



**\$13.50**  
Avg. Cost Per Lead



**\$20.79**  
Avg. Cost Per Lead



**\$19.20**  
Avg. Cost Per Lead



**\$27**  
Avg. Cost Per Lead



**\$12.24**  
Avg. Cost Per Lead



**155**  
Leads In First 90 Days



**\$16.20**  
Avg. Cost Per Lead



**213**  
Leads In First 90 Days



**\$1,080 Avg. Total Cost To Sell A New Franchisee**



"Starting with two studios with a combined advertising budget of \$3400 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, HOTWORX**

# Contact

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YOUR FRANCHISE GROWTH STARTS HERE



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[Schedule A Call](#)



[www.socialmadesimple.com](http://www.socialmadesimple.com)



  
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