## SocialMadeSimple<sup>®</sup>

# FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

## **CASE STUDY OVERVIEW**

**01** Introduction



**02.** Custom Content Strategy **05.** Where Are They Now?

**03** Advertising Strategy

**06**. Test-Drive Social



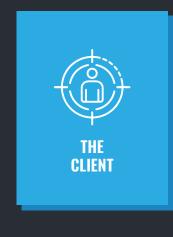


#### INTRODUCTION



SocialMadeSimple is a **digital marketing agency** operating since 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.** 



**NEXTAFF** is an employment and staffing agency that offers employers a range of staffing services and solutions.

Five NEXTAFF locations completed a 90-day Pilot Program where they tested out SocialMadeSimple's services free of charge. The franchise was in need of a social marketing program that, above all, provided measurable results in the form of **qualified job candidates & high-value business partnership opportunities.** 

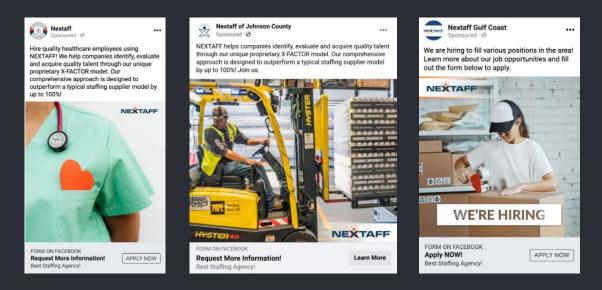
Today, SocialMadeSimple is the go-to social media marketing solution for 17 Nextaff locations & counting!



NEXTAFF FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

#### **PILOT PROGRAM STRATEGY**

#### SocialMadeSimple created, monitored, and optimized **lead generation Facebook and Instagram ads** for five locations, customized across each NEXTAFF location.



For most NEXTAFF locations, these ad campaigns had the objective of generating leads in the form of candidates applying for a new job position. For one NEXTAFF location, SocialMadeSimple created lead generation ads with the objective of generating new business clients -Businesses looking to hire new employees through NEXTAFF.

	TARGETING			MESSAGING
⊞	15+ mi. of location	÷	=	A clear description of job type, title, & benefits
<b>Ť</b> ĭŧ	Ages 18 - 60	(	$\odot$	Simple & straight to the point
	<i>Business client campaigns:</i> Special Ad Audience based on customer list - nursing contacts		Ô	Imagery of workers in the healthcare & warehouse areas
Ċ	<i>Job candidate campaigns:</i> Healthcare & industrial career- based interests (healthcare, shift work, job hunting, entry- level job, etc.)	<	<b>!</b> >	Call attention to Nextaff's unique proprietary X-FACTOR model
	This is an example of targeting criteria, not an ex	khaustive list.		



## **90-DAY PILOT PROGRAM RESULTS**

Through the success of SocialMadeSimple's Franchise Marketing Pilot Program, NEXTAFF's lead generation advertisements generated a consistent flow of qualified leads!



Apply Now







FORM ON FACEBOOK

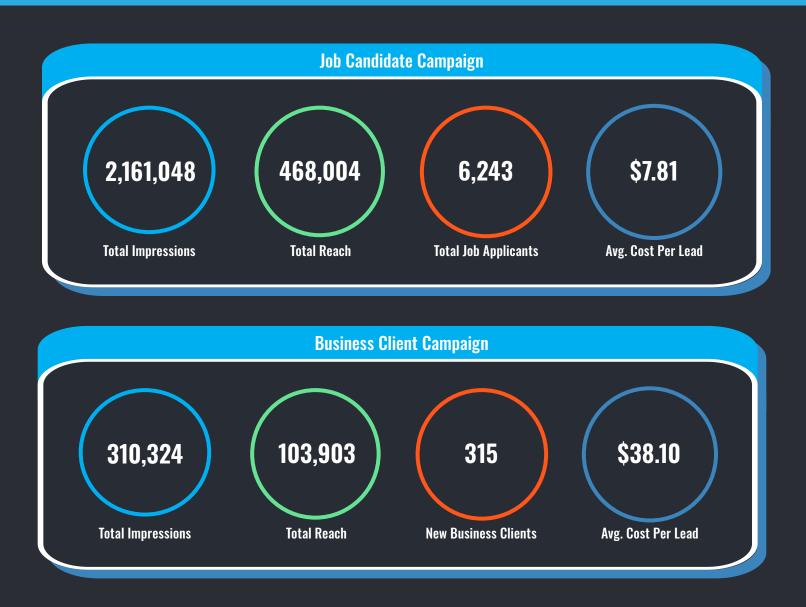
Best Staffing Agency!

Hiring Nurses! Great Pay!

### **WHERE ARE THEY NOW?**

Starting with five NEXTAFF locations in a free 90-day Pilot Program, SocialMadeSimple currently fulfills social marketing programs for 17 NEXTAFF locations, generating new business through custom social media ad campaigns.

Here are the results for all NEXTAFF franchisees nine months post Pilot Program!



"The SMS team ROCKS! Nextaff has seen a sizable increase in applicant traffic and sales leads due to our partnership with SocialMadeSimple! The numbers average double what we could do on our own for all our campaigns. We had one hit 4x over our results! The best part is how simple the process is - give them your requirements, set up your account - and done!" -Dane, Managing Partner of NEXTAFF Denver



NEXTAFF FRANCHISE MARKETING PILOT PROGRAM CASE STUDY

## **TEST-DRIVE SOCIAL, COMPLETELY FREE!**



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<u>Schedule a Call</u>



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www.socialmadesimple.com