



B3

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

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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

Bricks Bots & Beakers (B3) is a **children's education company** that provides a full range of STEAM classes, camps, parties, field trips, and workshops.

Five locations participated in our **90-day Pilot Program**, where our goal was to increase brand awareness, drive new business, and recruit franchise owners.



South Florida • Skylands, NJ • Plano, TX • Blacksburg, VA • Jacksonville, FL

Content Posts

We posted **3x per week** to each location's Facebook & Instagram pages. These social media posts focused on promoting B3's Summer Camps, events, and services.

STRATEGY IMPLEMENTATION

- Promoted the **brand's mission, fun science facts, and testimonials.**
- Utilized **UTM codes** to track users who clicked on links in the content posts.
- **Positioned B3 as a leading provider** of STEAM (Science, Technology, Engineering, Art, Math) classes, camps, parties, field trips, and workshops.

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

232K+	Total Impressions
230+	Total Clicks
125K+	Total Reach
266	Posts Published



Ads: Client Prospecting

B3's client prospecting lead generation ad campaigns aimed to **drive new business and increase brand awareness** for each location's social pages.

STRATEGY IMPLEMENTATION

- Highlighted B3's fun, hands-on STEAM **summer camp opportunities**.
- **Urged parents to register their children** before spots filled up.

TARGETING

- **Location-Based**
- **Ages:** 25 - 65
- **Audiences:** Lookalike & retargeting
- **Behaviors & Interests:** Parents and grandparents of grade/middle school children interested in primary education and STEAM-based subjects (science, math, engineering, etc.)

90-DAY RESULTS

88K+	Total Impressions
1.5K+	Total Clicks
99	Total Leads
\$20.56	Avg. Cost Per Lead

Bricks Bots & Beakers - Plano
Sponsored · 🌐

Secure a spot today! If your kiddo likes science and math, they'll love our super engaging STEAM Summer Camps!

"My child really enjoyed the Robotics Camp. He made a lot of really neat things and was so excited to bring them home. Thanks!"
★★★★★
HAPPY PARENT

THE BUZZ ABOUT B3 | **Bricks Bots & Beakers**

FORM ON FACEBOOK
Hands-On STEAM Activities [Sign up](#)
Exciting Enrichment Programs

Ads: Franchise Development

B3's franchise development lead generation ad campaigns aimed at **recruiting qualified franchise owners**.

STRATEGY IMPLEMENTATION

The ads highlighted the beneficial aspects of owning a B3 franchise that current franchisees have noted, including **low start-up costs** and the **flexibility** to spend time with family.

TARGETING

- **Location-Based:** Florida, Georgia, North Carolina, Tennessee, and Texas
- **Ages:** 25 - 65+
- **Audiences:** Lookalike & retargeting
- **Behaviors & Interests:** Entrepreneurs and people interested in STEAM-based subjects (science, math, engineering, etc.)

90-DAY RESULTS

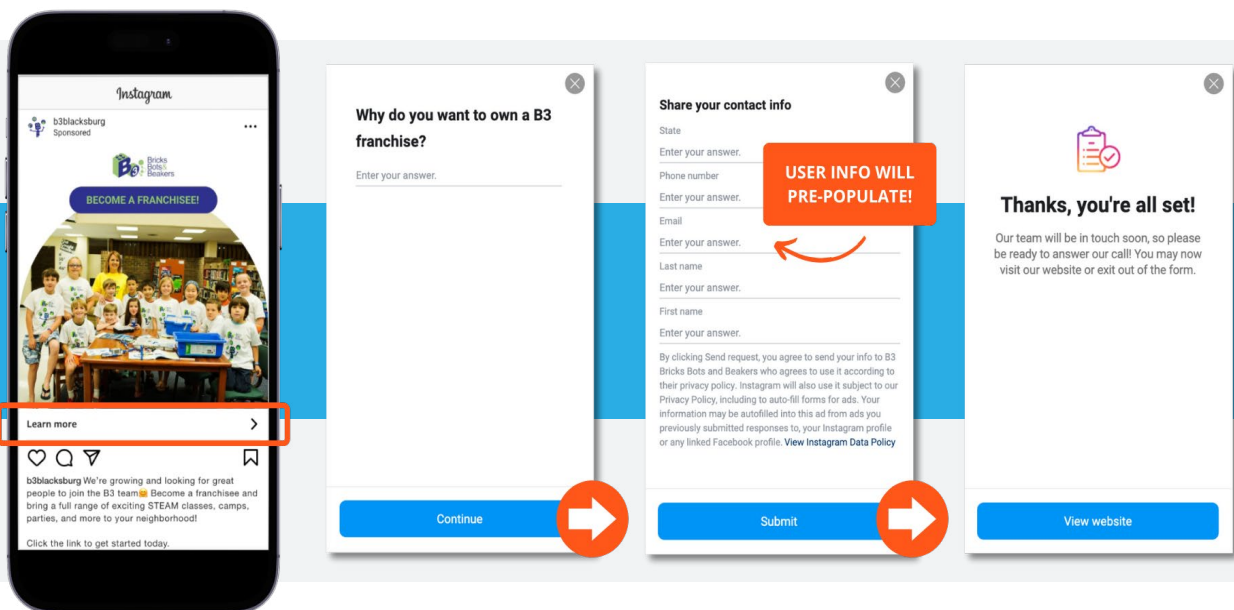
38K+	Total Impressions
820+	Total Clicks
57	Total Leads
\$22.79	Avg. Cost Per Lead

The screenshot shows a Facebook sponsored advertisement for B3 Bricks Bots and Beakers. The ad header includes the company logo and name, a 'Sponsored' label, and a close button. The main text asks if the viewer is interested in owning a franchise and provides a call to action to 'Learn More'. Below the text is a large image featuring a blue robot character, a woman in a yellow shirt interacting with children, and the B3 logo. A dark blue button with white text says 'BECOME A FRANCHISEE!'. At the bottom, there is a 'FORM ON FACEBOOK' section with the text 'Unique Education Franchise System' and a 'Learn more' button.

Lead Generation

HOW IT WORKS

- Lead generation campaigns allow B3 to **collect sign ups** for summer camps and potential franchise owners **directly on Facebook & Instagram**.
- **Users submit a form** with their information which is then sent to B3's 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).



86%

leads submitted
all questions

95%

leads submitted a
targeted zip code

56%

leads submitted a
Gmail address

SocialModo

With SocialMadeSimple's platform, SocialModo, B3 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 B3 franchisees for feedback and approval.

Networks

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

Reporting

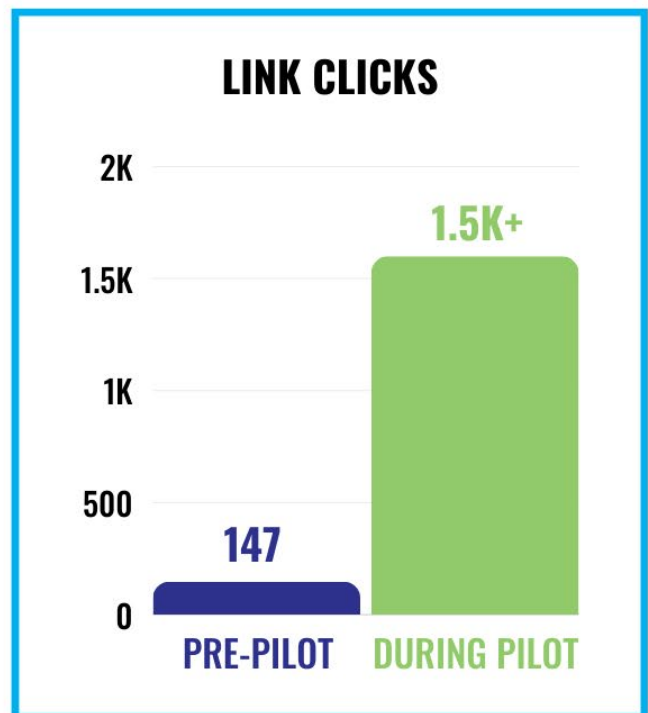
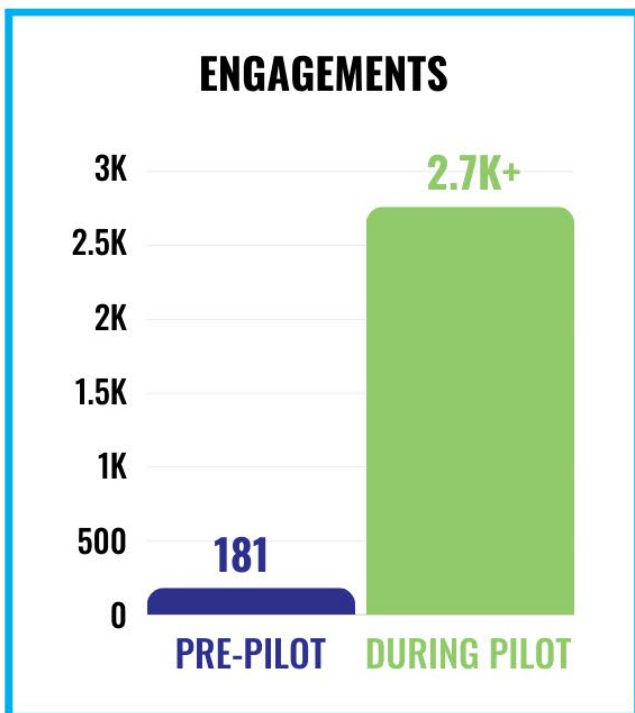
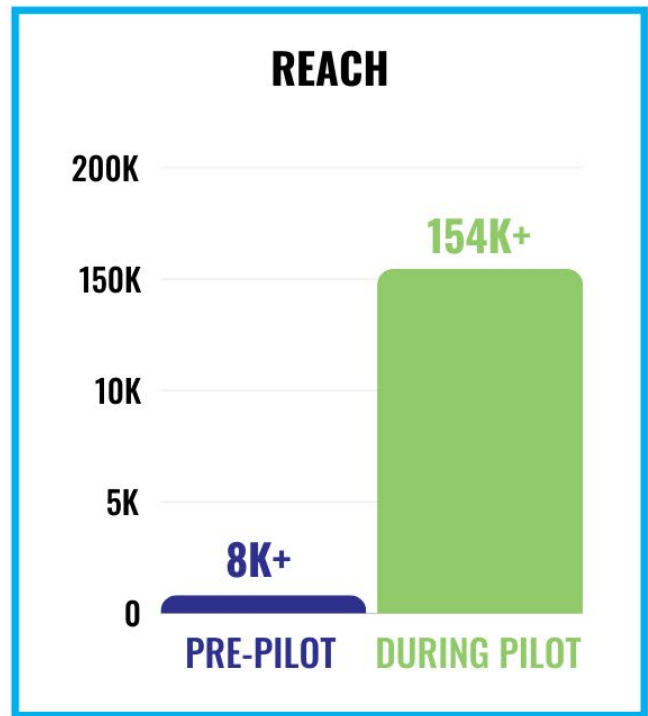
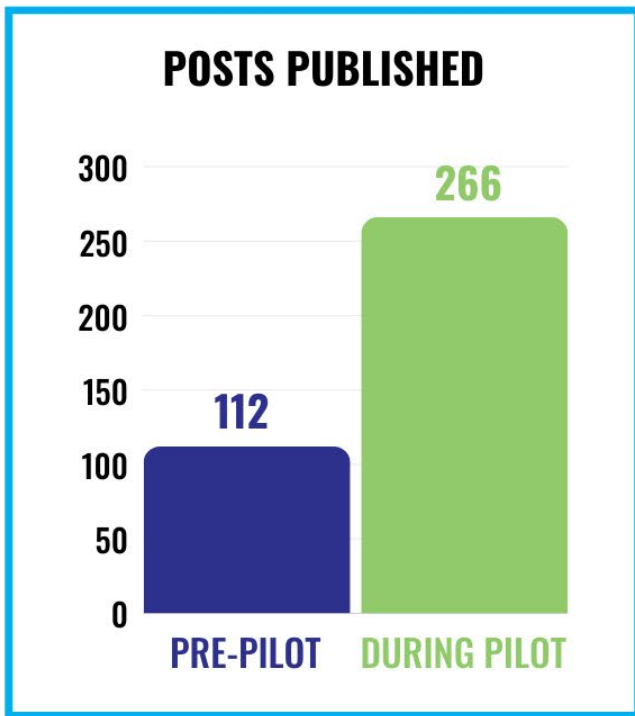
Each franchisee receives detailed reports via email and their analytics dashboards.

Support

B3's dedicated Client Success Manager is available for phone or email support.



90-Day Pilot Impact



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule A Call](#)



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