



BIN THERE DUMP THAT

FRANCHISE PILOT CASE STUDY

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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

Bin There Dump That is a dumpster rental company that provides residential-friendly **roll off dumpster/bin rentals** for junk removal.

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



Halifax, Nova Scotia • Wilmington, NC • Memphis, TN • Charlotte, NC • Columbus, OH

Content Posts

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

STRATEGY IMPLEMENTATION

- Promoted the brand's **customer testimonials, services offered, tips, FAQs**, and more.
- Utilized **UTM codes** to track users who clicked on links in the content posts.
- **Positioned Bin There Dump That as a leading provider** of residential-friendly dumpster rentals.

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

414K+ Total Impressions

460+ Total Clicks

225K+ Total Reach

180 Posts Published

Bin There Dump That
Sponsored ·

★ Another Satisfied Customer ★

Our goal is to make renting a dumpster a simple and quick process for every homeowner!

Check out our website to learn more!

★★★★★
HAPPY CUSTOMER
"What a breath of fresh air! Life is quite chaotic these days, and the process from start to finish was simple. I recommend spending the money!"

Bin There Dump That

Client Prospecting Ads

Bin There Dump That's lead generation ad campaigns aimed to **drive new business, increase brand awareness,** and **encourage engagement** with each location's social media page.

STRATEGY IMPLEMENTATION

- Highlighted Bin There Dump That's **variety of dumpster rental sizes.**
- **Promoted various offers** including free quotes and discounted rental lengths.

TARGETING

- **Location-Based** Zip Codes
- **Ages:** 30 - 65
- **Audiences:** Lookalike & Retargeting
- **Behaviors & Interests:** Renovation, home repair, home improvement, home renovation, DIY, home construction, etc.

90-DAY RESULTS

715K+	Total Impressions
5.9K+	Total Clicks
218	Total Leads
\$13.68	Avg. Cost Per Lead

Bin There Dump That
Sponsored · 🌐

Wilmington homeowners choose Bin There Dump That™ because we make renting an easy-access dumpster a simple, hassle-free process!

- ✓ FREE quote
- ✓ All-in pricing (no hidden fees)
- ✓ Expert Dumpster Consultants
- ✓ A variety of dumpster sizes

Ready to find the perfect dumpster for your project? Tap to get started!

FREE QUOTE

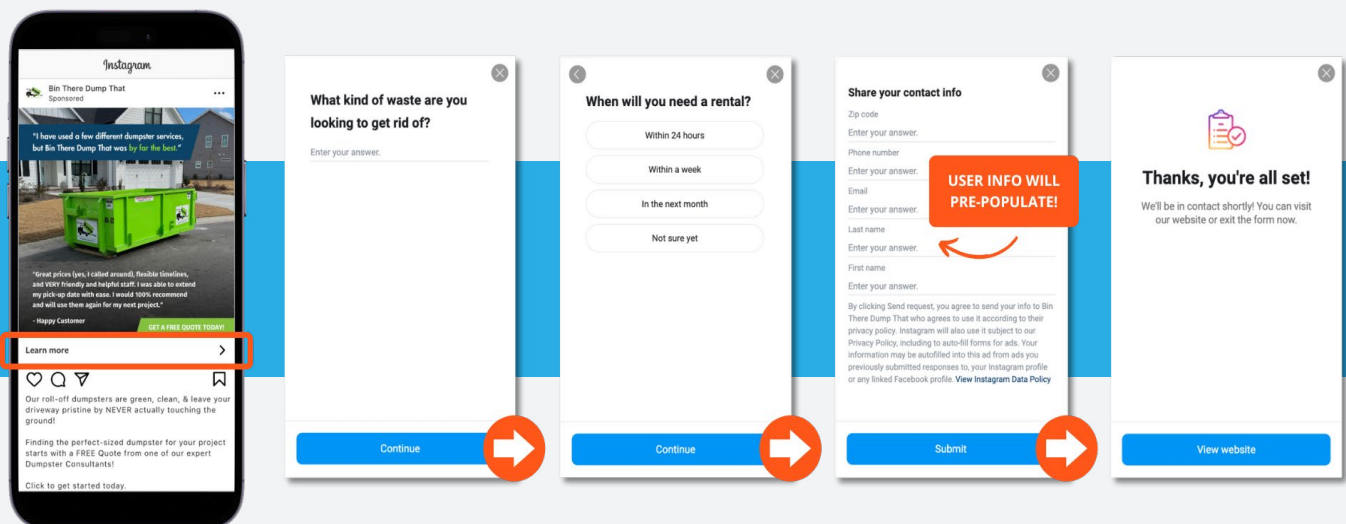
THE FASTEST & MOST RELIABLE, RESIDENTIAL-FRIENDLY ROLL-OFF DUMPSTER RENTALS

Bin There Dump That
Residential-Friendly Dumpster Rentals

Lead Generation

HOW IT WORKS

- Lead generation campaigns allow Bin There Dump That to **collect requests** for dumpster rentals **directly on Facebook & Instagram**.
- **Users submit a form** with their information which is then sent to Bin There Dump That'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).



218

Customer **Leads**
Generated

100%

Submitted **Email,**
Phone, & Zip code

100%

Submitted **Junk**
Removal Type

SocialModo

With SocialMadeSimple's platform, SocialModo, Bin There Dump That 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

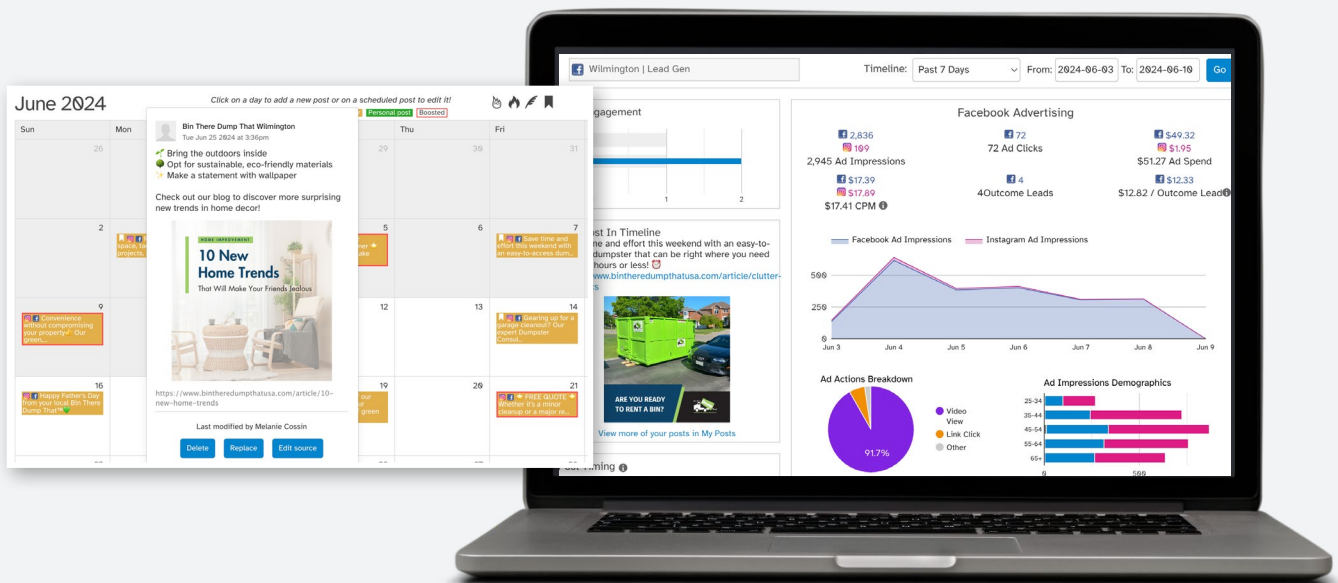
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

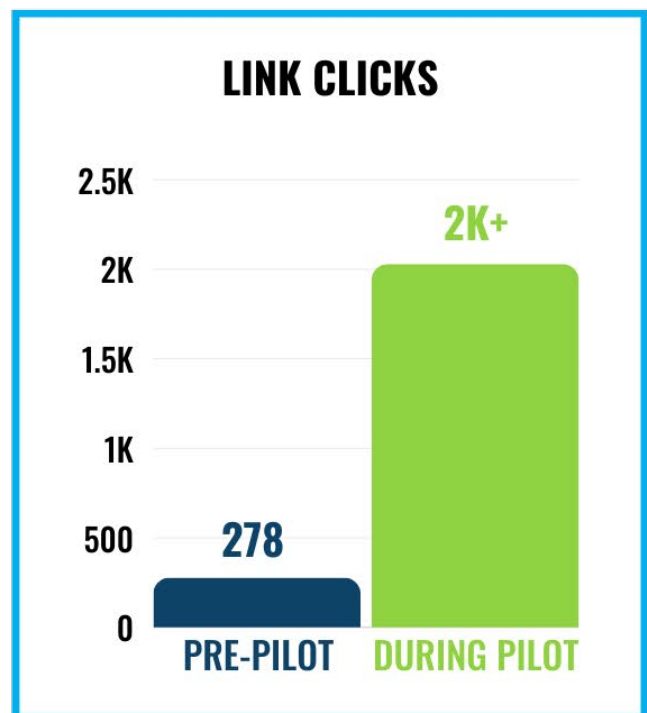
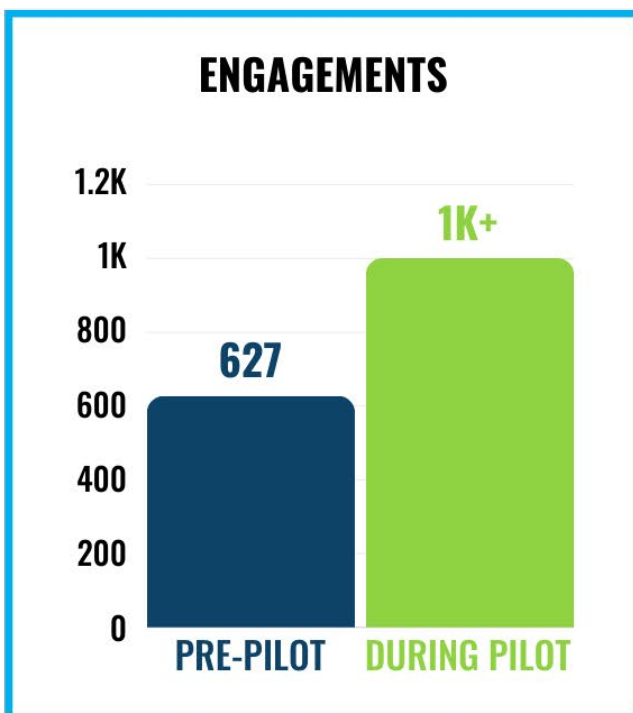
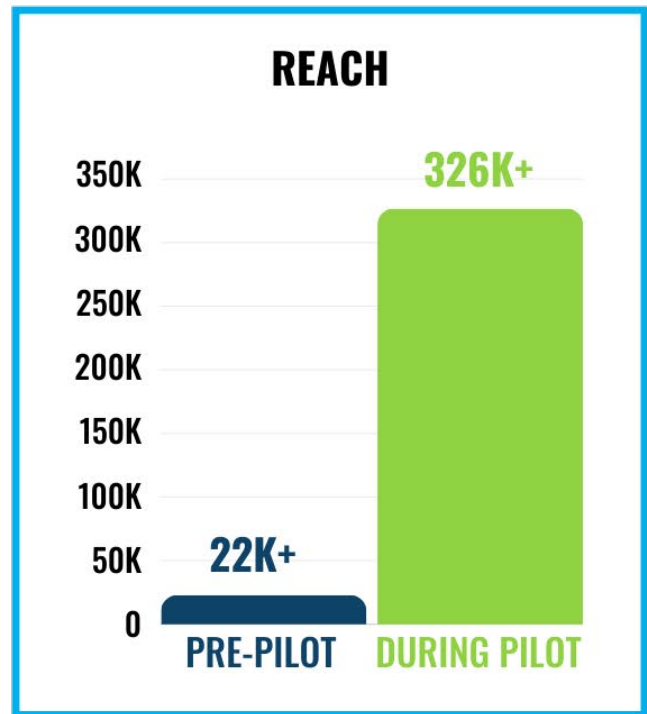
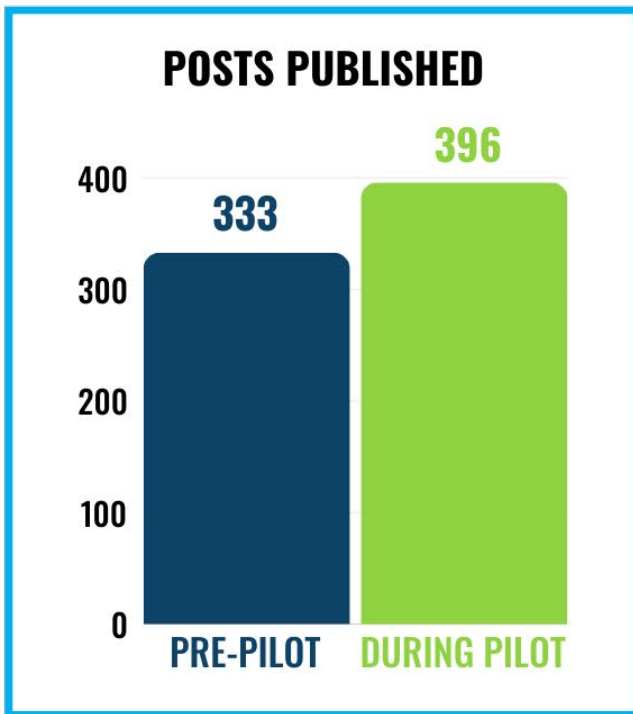
Each franchisee receives detailed reports via email and their analytics dashboards.

Support

Bin There Dump That's 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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