



HANDYMAN CONNECTION

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

Index

INTRODUCTION

03

CONTENT POSTS

04

ADS: CLIENT PROSPECTING

05

ADS: FRANCHISE DEVELOPMENT

06

LEAD GENERATION

07

SOCIALMODO

08

90-DAY PILOT IMPACT

09

CONTACT

10

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

Handyman Connection offers professional and reliable **handyman services** to homeowners looking for home repairs.

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

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



Canada Locations: Mississauga • Red Deer • Saskatoon • Kitchener • York

Content Posts

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

STRATEGY IMPLEMENTATION

- Promoted the brand's **customer testimonials, services, and solutions** with a community/family focused voice.
- Utilized **UTM codes** to track users who clicked on links in the content posts.
- **Positioned Handyman Connection as a leading provider** of handyman services.

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

429K+	Total Impressions
260+	Total Clicks
213K+	Total Reach
202	Posts Published



Ads: Client Prospecting

Handyman Connection'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 Handyman Connection's **services** and **what makes them different**.
- Promoted a **free quote offer** on home repair services.

TARGETING

- **Location-Based** Zip Codes
- **Ages:** 25 - 65+
- **Audiences:** Lookalike & Retargeting
- **Behaviors & Interests:** Homeowners in need of home services for projects of any size, but particularly highlighted bigger projects.

90-DAY RESULTS

106K+	Total Impressions
2.1K+	Total Clicks
137	Total Leads
\$14.78	Avg. Cost Per Lead

Handyman Connection of Red Deer
Sponsored · 🌐

Ready to make your home everything you want it to be? 🏠 Click the link to get connected to the best handyman services and master craftsmen in your area!

Why choose Handyman Connection?

- 🏠 All Work Guaranteed in Writing
- 🛡️ Insured
- 🔧 Advanced Technology
- 👤 Craftsmen are Background Checked

OUR WORK GUARANTEED IN WRITING

Handyman CONNECTION.

FORM ON FACEBOOK
Make the most of your home! [Get quote](#)

Ads: Franchise Development

Handyman Connection's franchise development lead generation ad campaigns aimed to **recruit new franchise owners** who are passionate about home improvement.

STRATEGY IMPLEMENTATION

- Highlighted Handyman Connection's **beneficial aspects of franchising**, including a proven business model that provides ongoing training, support, and flexibility.

TARGETING

- Location-Based** Zip Codes
- Ages:** 18 - 65+
- Behaviors & Interests:** Entrepreneurs, small business owners, and craftsmen interested in expanding their business.

90-DAY RESULTS

80K+	Total Impressions
1.4K+	Total Clicks
112	Total Leads
\$13.15	Avg. Cost Per Lead

Handyman Connection Canada
Sponsored

Handyman Connection franchise ownership empowers entrepreneurs to grow their own business and THRIVE with flexibility and ongoing training and support 🛠️

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

Handyman CONNECTION

We are the **original** – and **leading** – **home improvement specialists** in North America

[Own a Franchise!](#)

FORM ON FACEBOOK
Our Proven Process.
Your Success.

[Learn more](#)

Lead Generation

HOW IT WORKS

- Lead generation campaigns allow Handyman Connection to **collect requests** for home repair services and potential franchise owners **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to Handyman Connection'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).

The image illustrates the lead generation process through four sequential mobile app screens:

- Instagram Ad:** A sponsored post for Handyman Services. The ad features a photo of a handyman on a ladder and a list of services including Carpentry, Painting, Deck Services, Plumbing, Drywall, Remodeling, Electrical, Storage, Fences, Basement & Bathroom, Flooring, and Renovations. A red box highlights the "Learn more" button.
- Project Selection Form:** A modal form titled "What type of project are you looking to complete?". It includes a text input field labeled "Enter your answer." and a blue "Continue" button with a white arrow.
- Contact Information Form:** A modal form titled "Share your contact info". It contains input fields for Email, Post code, Phone number, Last name, and First name. A red callout box with the text "USER INFO WILL PRE-POPULATE!" and an arrow points to the Last name field. A blue "Submit" button with a white arrow is at the bottom.
- Confirmation Screen:** A modal form titled "Thanks, you're all set!". It features a checkmark icon and the text: "Your info has been sent to our team! A representative will be in touch soon. In the meantime, please check out our website!". A blue "View website" button is at the bottom.

SocialModo

With SocialMadeSimple's platform, SocialModo, Handyman Connection 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

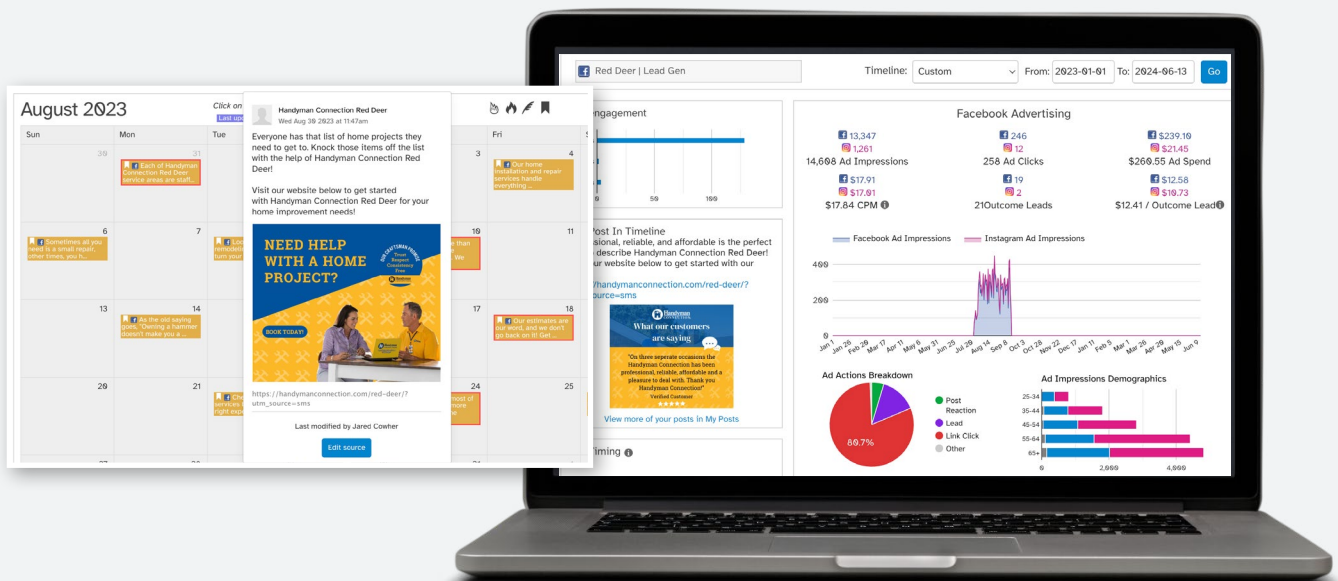
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

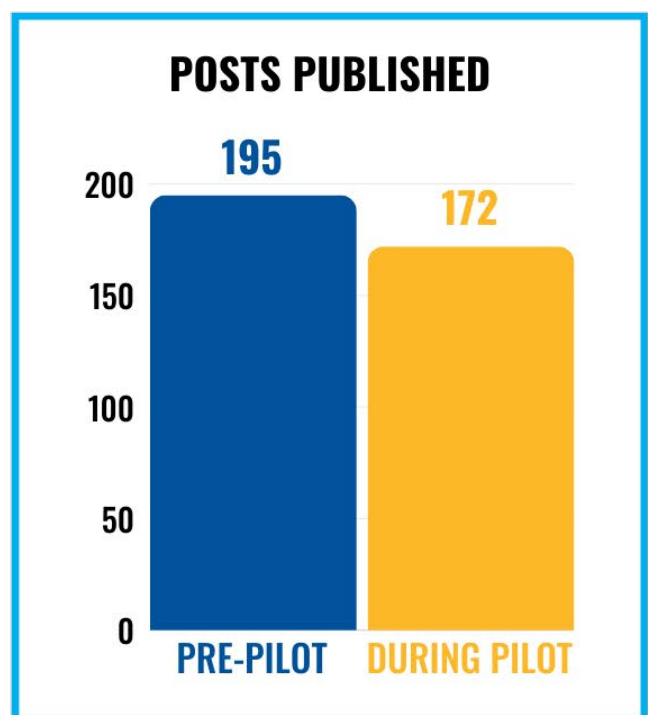
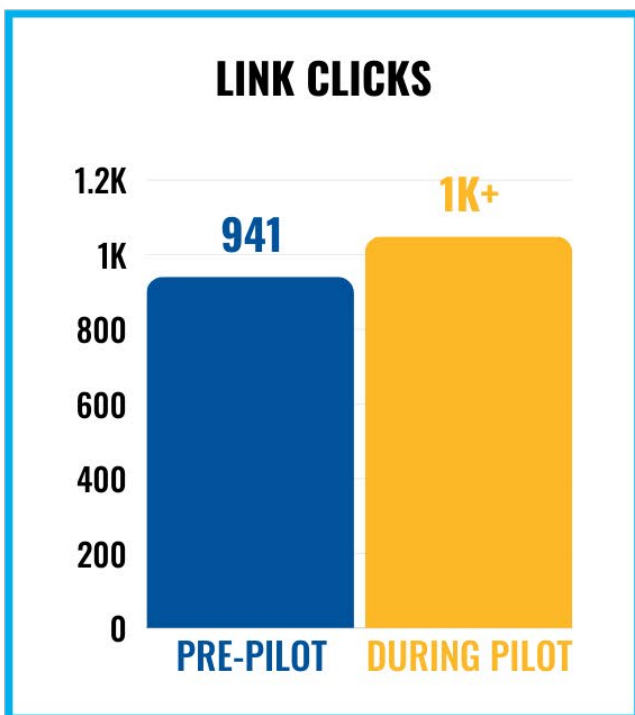
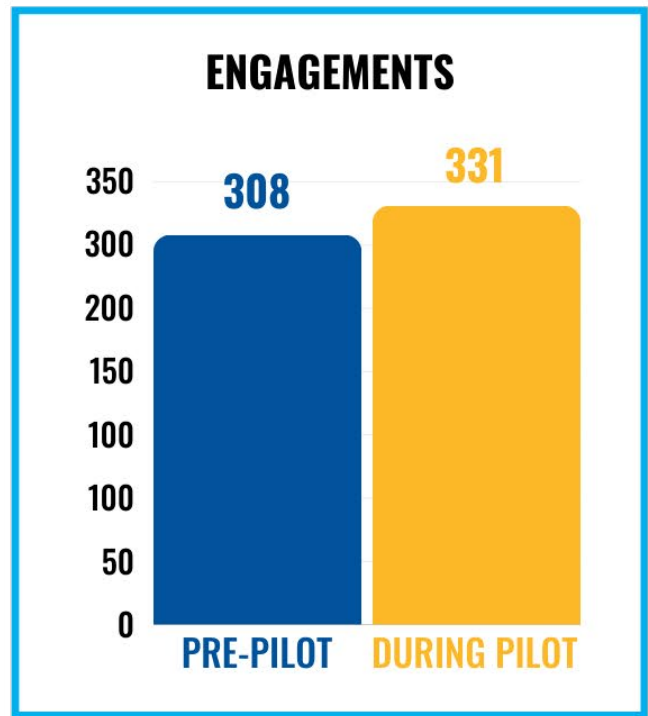
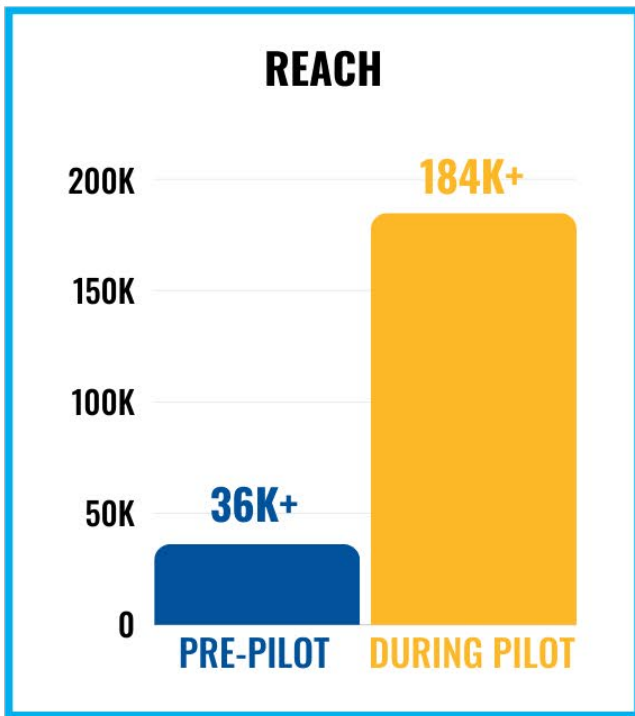
Each franchisee receives detailed reports via email and their analytics dashboards.

Support

Handyman Connection'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](#)



www.socialmadesimple.com



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