



Modern 
Acupuncture.

MODERN ACUPUNCTURE

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

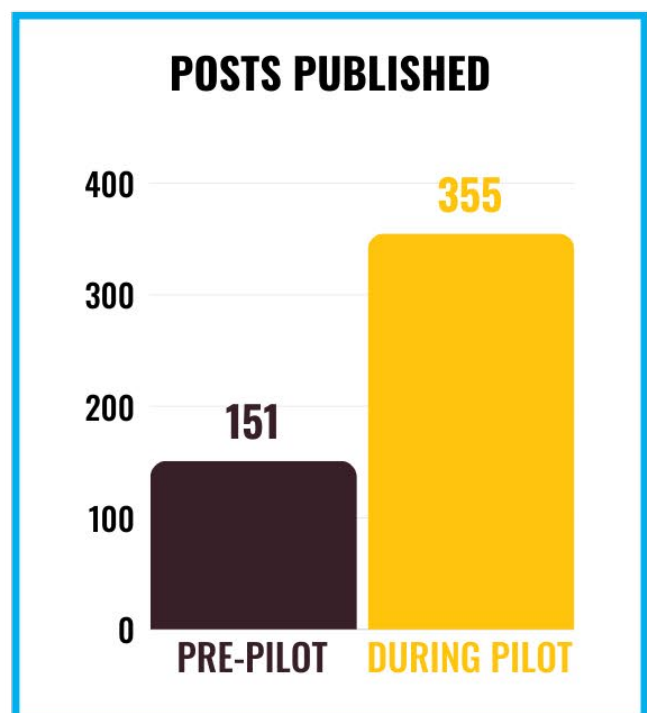
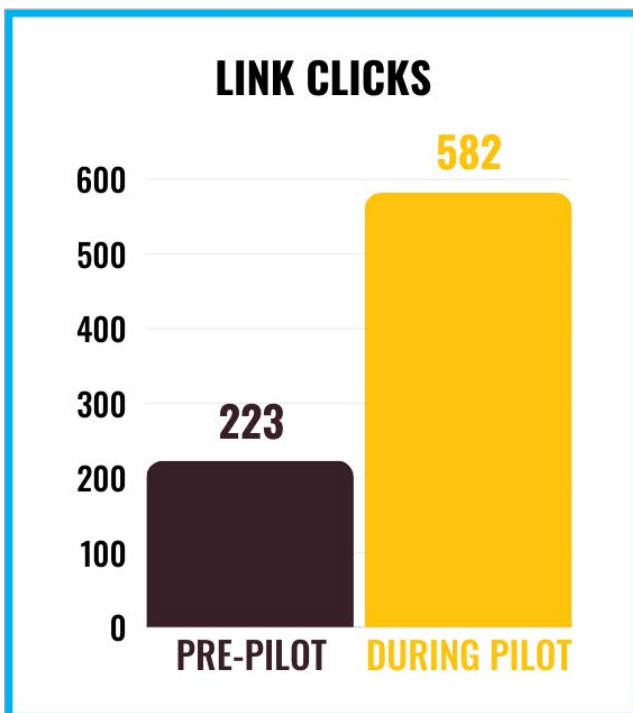
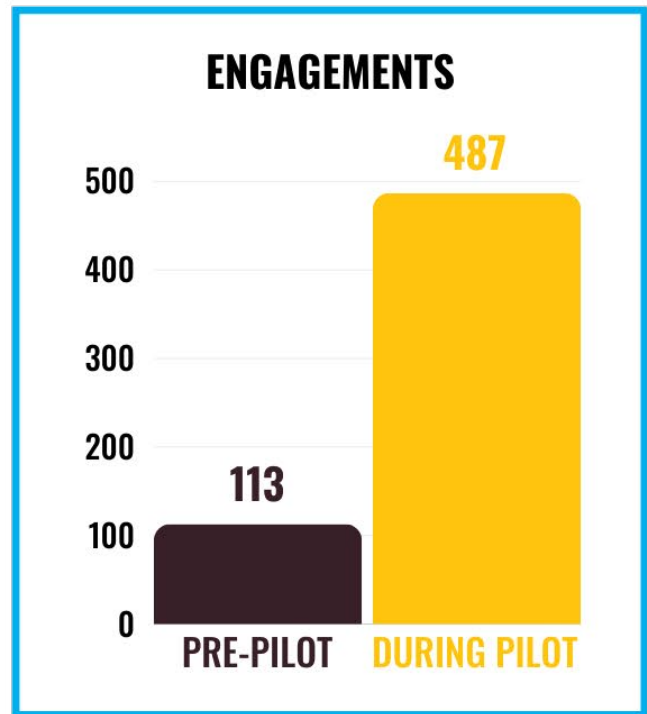
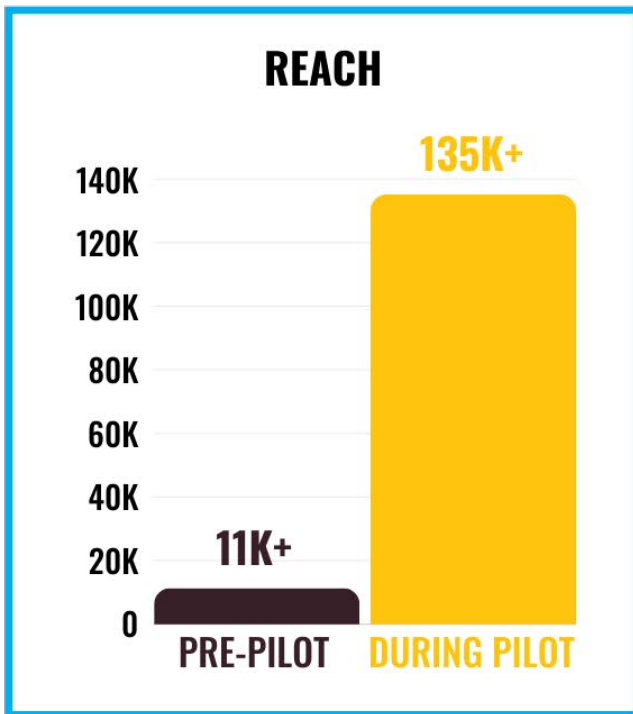
Modern Acupuncture offers accessible, consistent, and affordable **acupuncture treatments**, revolutionizing how this therapy is perceived and experienced.

Five locations participated in our **90-day Pilot Program**, where our goals were lead generation and brand awareness.



Bunker Hill, TX • Phoenix, AZ • Arrowhead, AZ • Lakewood, CO • Blakeney, NC

90-Day Pilot Impact



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

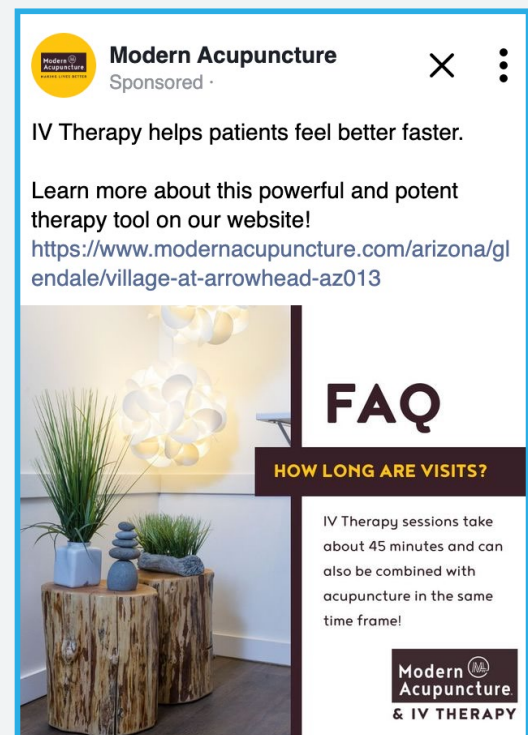
- Promoted Modern Acupuncture's **customer testimonials, services offered, tips, FAQs**, and more.
- Utilized **UTM codes** to track users who clicked on links in the content posts.
- **Positioned Modern Acupuncture as a leading provider** of natural healing through science-backed acupuncture.

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

220K+	Total Impressions
128K+	Total Reach
201	Posts Published
172	Total Clicks



Client Prospecting Ads

To **build an engaged audience** and **generate potential customers**, we implemented a combined campaign strategy of Meta **Page Likes** in Month 1 and **Lead Generation** in Months 2 and 3.

STRATEGY IMPLEMENTATION

- Month 1: **Built a following**
Months 2 & 3: **Drove direct sales**
- Highlighted Modern Acupuncture's **benefits of natural healing.**
- **Promoted various offers** including 50% off acupuncture and \$40 IV therapy.

TARGETING

- **Location-Based**
- **Ages:** 20 - 65+
- **Audiences:** Retarget engaged users and customer lists
- **Behaviors & Interests:** Stretching, personal care, spas, health & wellness, weight training, massage, and more

90-DAY RESULTS

306K+	Total Impressions
159	Total Leads
\$23.67	Avg. Cost Per Lead
90	New Page Likes

Modern Acupuncture
Sponsored ·

Now is the perfect time to give your immune system a boost with nutritional IV therapy. ❤️

Take advantage of our limited-time offer and receive \$40 OFF your first session!

TESTIMONIAL
★★★★★

"I'm a member here and always have a great treatment. Whether I'm going in for acupuncture, IV therapy, a quick vitamin shot, or all three on the same visit, the service is always awesome, and I leave feeling great!"
-Patient

Modern Acupuncture & IV THERAPY

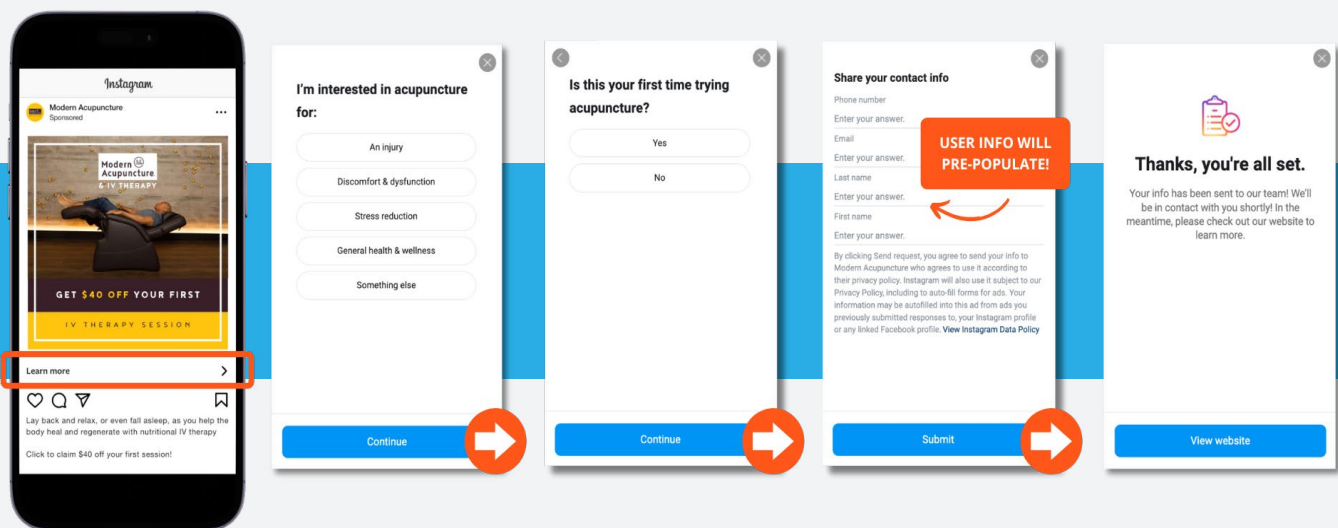
FORM ON FACEBOOK
Relief Is Here
Ancient Practice Made ...

[Learn more](#)

Lead Generation

HOW IT WORKS

- Lead generation campaigns allow Modern Acupuncture to **collect requests** for acupuncture and IV therapy treatments **directly on Facebook & Instagram**.
- **Users submit a form** with their information which is then sent to Modern Acupuncture'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).



159

Customer **Leads Generated**

100%

Submitted **Email + Phone #**

SocialModo

With SocialMadeSimple's platform, SocialModo, Modern Acupuncture 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

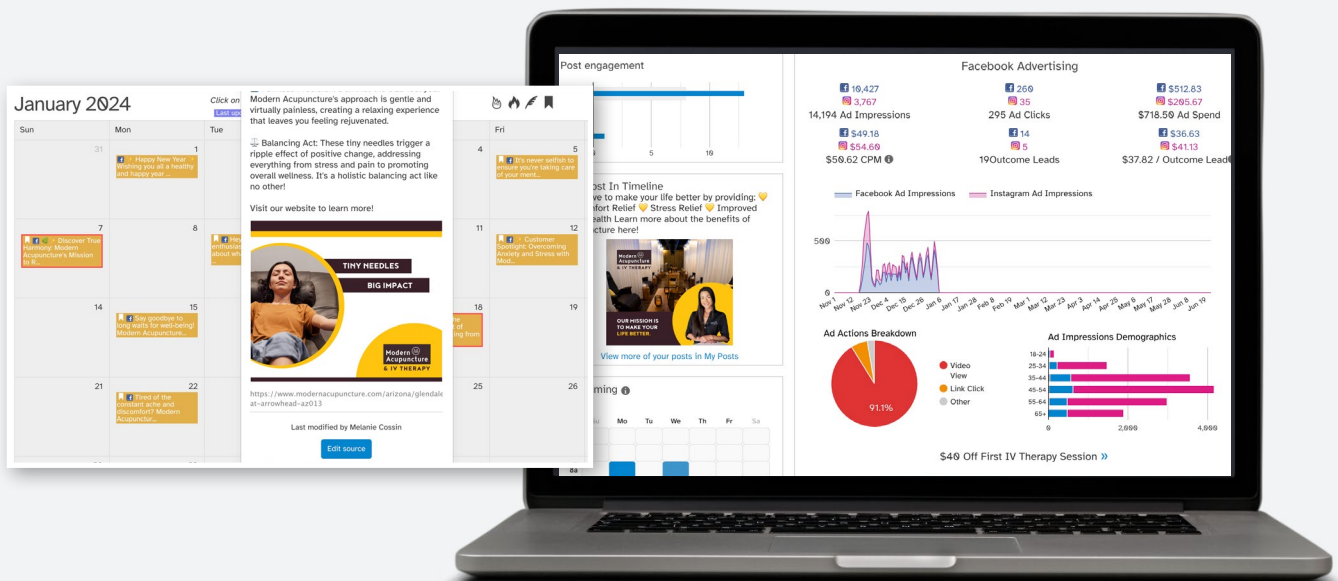
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

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

Support

Modern Acupuncture's Client Success Manager is available via phone or email.



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule A Call](#)



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