



DALE CARNEGIE

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

Dale Carnegie offers world-class in-person and online **professional development training** to individuals and organizations.

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

- Increase brand awareness
- Drive new business
- Encourage Engagement



Georgia • Florida • Tennessee

Content Posts

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

STRATEGY IMPLEMENTATION

- Showcased Dale Carnegie's **courses, benefits, and positioned them as an industry leader** in professional development training.
- Utilized a **confident, educational, and professional** but **relatable tone**.
- **Tailored each location's content** to reflect the specific services offered.

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

129K+	Total Impressions
50K+	Total Reach
354	Total Posts Published
169	Total Clicks



Ad Campaigns

To best achieve results during Dale Carnegie's pilot program, we developed and launched **two paid ad campaigns** for each location. These campaigns **increased brand awareness** and **drove new sign-ups** for Dale Carnegie courses.

STRATEGY IMPLEMENTATION

- **Web Traffic Ads:** Ran for the first half of the pilot to increase awareness and build retargeting audiences.
- **Lead Generation Ads:** Ran for the second half of the pilot to drive direct sign-ups and sales.
- **Promoted unique development courses:** training, leadership, business education, sales, customer service, etc.
- **Utilized custom messaging, graphics, and specific targeting** for each location

TARGETING

- **Location-Based**
- **Interests:** Business Professionals interested in training and development for companies or individuals

90-DAY RESULTS

Web Traffic

112K+	Total Impressions
53K	Total Reach
1.6K+	Total Clicks
\$0.48	Avg. Cost Per Click

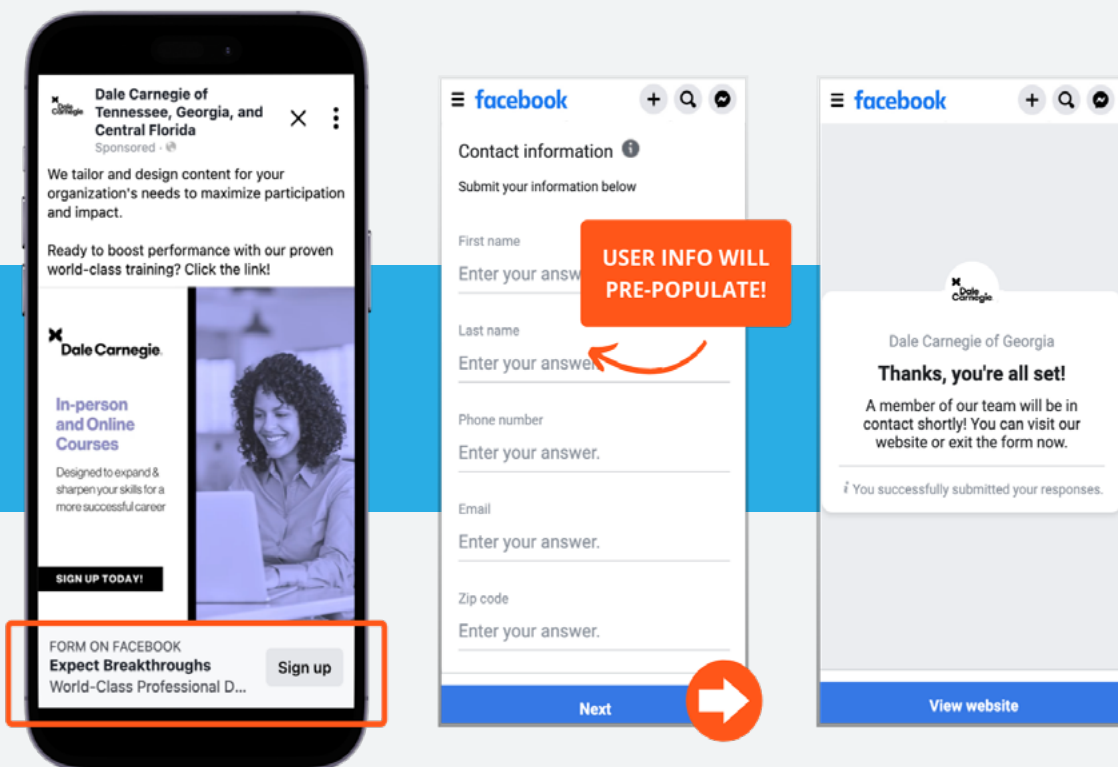
Lead Generation

16K+	Total Impressions
8.5K+	Total Reach
15	Total Leads
\$35	Avg. Cost Per Lead

Lead Generation Process

HOW IT WORKS

- Lead generation campaigns allow Dale Carnegie to **collect submissions** for interested prospects **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to Dale Carnegie'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).



SocialModo

With SocialMadeSimple's platform, SocialModo, Dale Carnegie 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

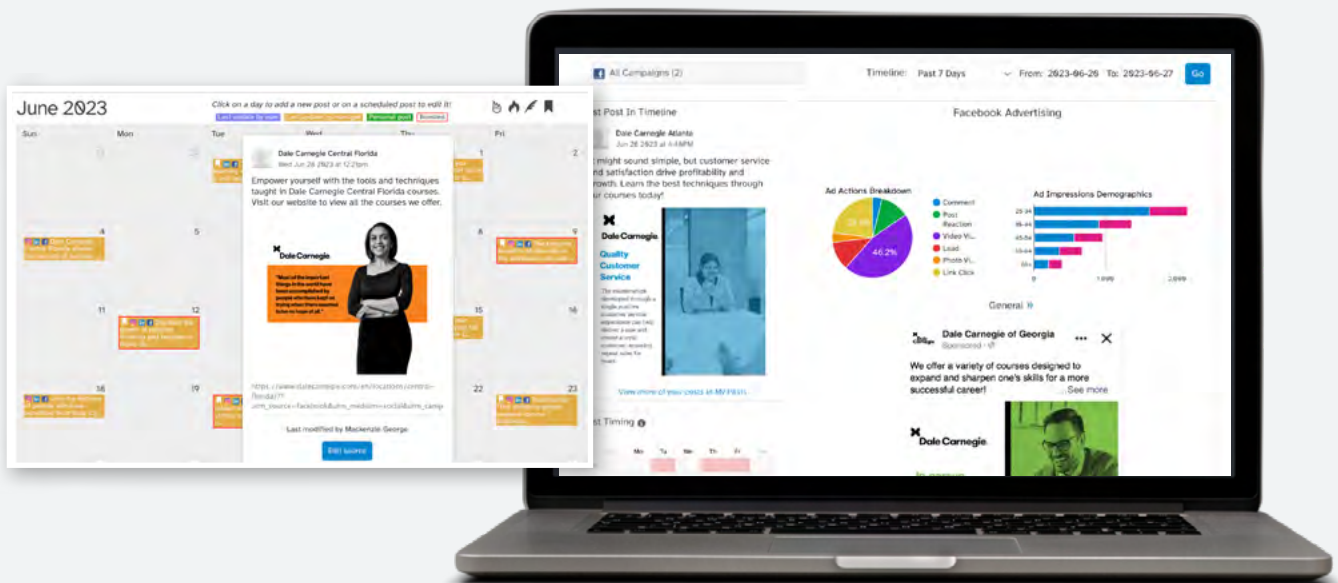
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

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

Support

Dale Carnegie's Client Success Manager is available for phone or email support.



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



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[Schedule A Call](#)



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