



SCHOOLEY
MITCHELL

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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

Schooley Mitchell is a **cost reduction consulting firm** offering solutions that save businesses time and money.

Ten locations participated in our 10-Month Pilot Program

with the following goals:

- Increase brand awareness
- Drive new business
- Encourage Engagement



Minneapolis • Laguna Niguel
Richland • El Segundo • Tampa Bay/
Sarasota • Savannah • Erie • Bay Area
Castle Rock • Newmarket

Content Posts

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

STRATEGY IMPLEMENTATION

- Showcased Schooley Mitchell's **customer testimonials, services offered, business optimization facts, FAQs**, and more.
- Positioned Schooley Mitchell as an **expert in cost reduction consulting**.

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**.

10-MONTH RESULTS

389K+	Total Impressions
92K+	Total Reach
1.4K+	Total Posts Published
604	Total Clicks



Ad Campaigns

We created and ran ad campaigns for **two Schooley Mitchell groups** to **increase brand awareness** and **generate leads**.

STRATEGY IMPLEMENTATION

- **Lead Generation** campaigns to generate direct lead submissions
- **Page Likes** campaigns to establish brand legitimacy & trust, and build a new, engaged audience
- **Web Traffic** campaigns to establish Schooley Mitchell as the premier choice for businesses looking to save money, end the year on a high note, start Q1 with more money, and retarget page engagers and web visitors
- **Group 1** April - November 2023
(Erie, Castle Rock, Newmarket, Bay Area, & Savannah)
Lead Generation + Web Traffic
- **Group 2** June - December 2023
(Minneapolis, Laguna Niguel, Richland, El Segundo, & Tampa Bay/Sarasota)
Page Likes + Web Traffic

TARGETING

- **Location-Based**
- **Ages:** 25 - 65+
- **Interests:** Business owners, CEOs, CTOs, Business decision-makers, etc.

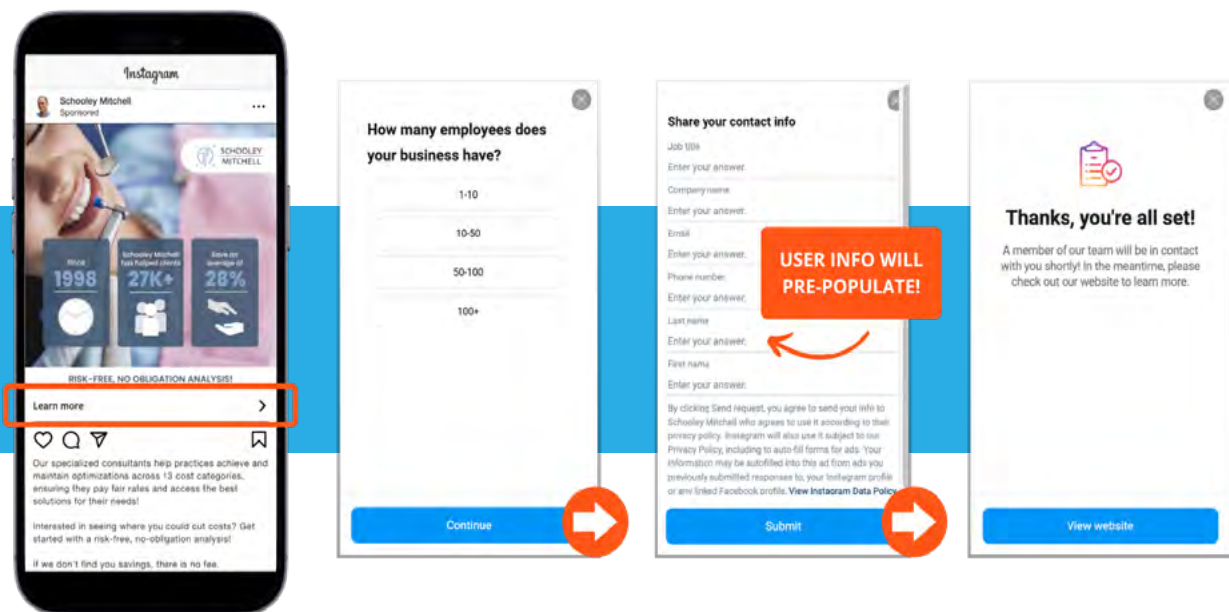
10-MONTH RESULTS

774K+	Total Impressions
241K+	Total Reach
5.4K+	Total Clicks
151	New Page Likes
23	Total Leads
19	Total Web Conversions

Lead Generation Process

HOW IT WORKS

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



100% of 23 leads submitted an **email** + **phone number**

Erie converted a lead with a **\$15,000** avg. annual revenue.

Castle Rock converted a **chiropractic lead** with a **\$12,000** avg. annual revenue.

SocialModo

With SocialMadeSimple's platform, SocialModo, Schooley Mitchell franchisees have the ability to view and manage their **content calendar**, **campaign stats**, and **aggregated messages** across Facebook and Instagram in real time with 24/7 access.

Content

We send bi-weekly emails to franchisees for feedback and approval.

Networks

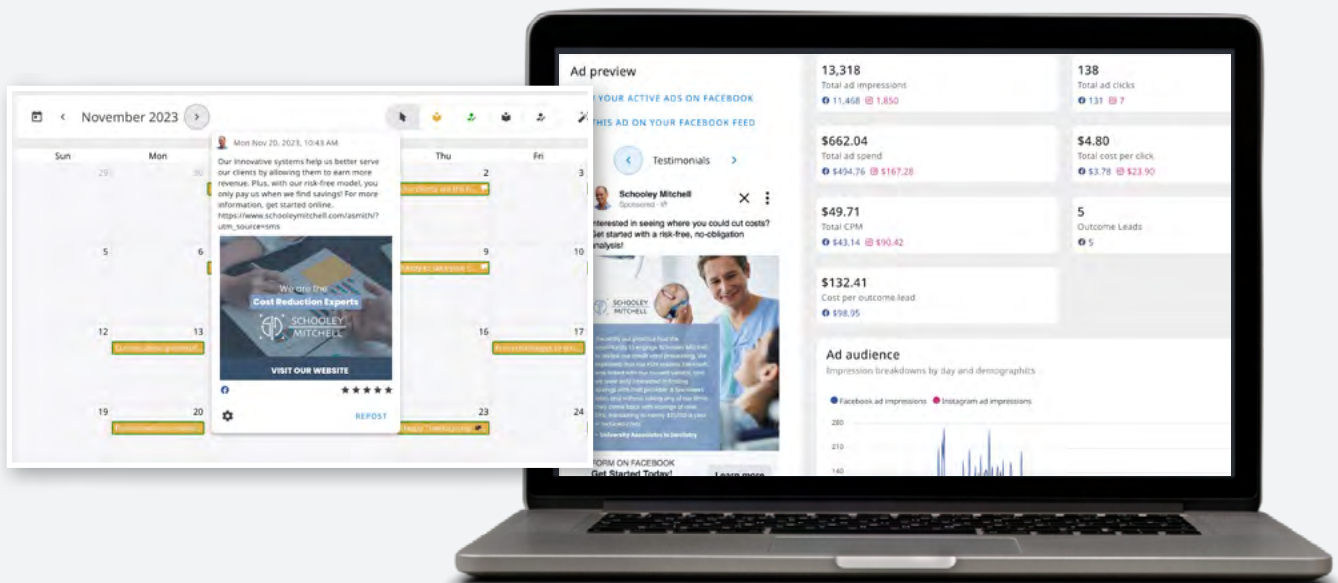
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

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

Support

Schooley Mitchell's Client Success Manager is available for phone or email support.



Contact

TEST-DRIVE SOCIAL, COMPLETELY FREE!



Julien Paul

Chief Revenue Officer

617.380.6570

julien@socialmadesimple.com

[Schedule A Call](#)



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