



**HOTWORX**®

# CASE STUDY

Delivering measurable results  
through quality lead-generation



SocialMadeSimple®

# CASE STUDY OVERVIEW

**03.** The Client

**04.** Franchisee Strategy

**05.** Franchise Development Strategy

**06.** Content and Ads

**07.** Program Results

**08.** Program Summary

**09.** Let's Work Together

# THE CLIENT

HOTWORX is a popular fitness franchise that came to SocialMadeSimple with no social media presence and **fewer than 10 fitness studios**.

Today, HOTWORX has **600+ active locations** with another 1000+ studios in the brand's development pipeline, making it one of the **fastest growing fitness franchises in the nation**.



## The Challenge

HOTWORX needed a **comprehensive** social marketing program that, above all else, provided **measurable results** that **impacted the bottom line**. We execute the following two programs for HOTWORX.

### Franchisee Program

Drive new membership sales for all franchisees.

**Goal: Customer Acquisition**

### Franchisor Program

Provide a consistent flow of qualified franchisee leads.

**Goal: Franchisee Acquisition**

# FRANCHISEE STRATEGY

Blending data-backed strategy around **location stages**, reaching HOTWORX's **marketing persona**, and delivering **world-class creative**, we execute high-performing campaigns.

**01** PHASE

## PRE-OPENING

Generate local awareness of new location openings and grow list of waitlist/VIP customers.

**02** PHASE

## GRAND OPENING

Dedicate a full month to promote the big day and continue to drive contact conversions.

**03** PHASE

## FULLY OPEN

Constantly drive new customer traffic with ongoing direct action campaigns and offers.

## Targeting Personas



Primarily **female** members.



Ages 25-35, **averaging 30** years old.

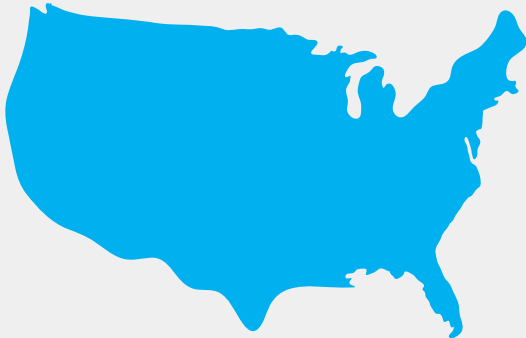


Consumers with **healthy** lifestyles.

# FRANCHISE DEVELOPMENT STRATEGY

SocialMadeSimple produces **leads qualified to purchase** and **operate** new HOTWORX studios both **domestically** and in select **international** markets. These strategic campaigns are executed by serving optimized ads on **Facebook** and **Instagram**.

## Geographic Strategy



### Domestic Campaign

Generate a consistent, high-volume flow of financially qualified franchisee leads in targeted US markets.



### International Campaign

Pursue master franchisors internationally while selling additional franchises in existing markets.





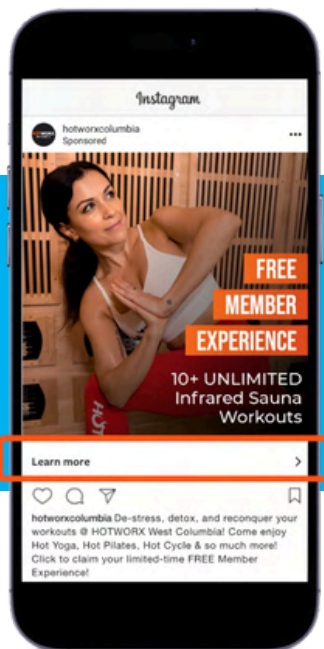
# CONTENT AND ADS

## Custom Content

SocialMadeSimple creates and publishes **3 custom posts per week** to HOTWORX's Facebook pages. **Boosted posts** reach a wider audience with a budget behind them.



## Lead Generation Ads



Share your contact info

Phone number  
Enter your answer.

Email  
Enter your answer.

Name  
Enter your answer.

By clicking Send request, you agree to send your info to HOTWORX who agrees to use it according to their privacy policy. Instagram will also use it subject to our Privacy Policy, including to auto-fill forms for ads. Your information may be autofilled into this ad from ads you previously submitted responses to, your Instagram profile or any linked Facebook profile. [View Instagram Data Policy](#)

Submit

USER INFO WILL PRE-POPULATE!

Thanks, you're all set!

Your info has been sent to HOTWORX! A representative will be in touch soon, so make sure you answer our call & text!  
Questions? Visit our website!

View website

# PROGRAM RESULTS

SocialMadeSimple's campaigns are so effective that over **30%** of all **new memberships sold** and over **80%** of **all franchisee leads** come from our **Facebook** and **Instagram** ad campaigns.

Our franchise development campaigns have yielded a **substantial ROI** for HOTWORX. In addition, we generated a **master franchisee in Australia** to bring the brand to a new continent.

## Ad Campaign Performance

### Franchisee

|        |                |
|--------|----------------|
| 19M+   | Engagements    |
| 2.3M+  | Leads          |
| \$9.86 | Cost Per Lead  |
| >50%   | Leads from SMS |

### Franchise Development

|        |                 |
|--------|-----------------|
| 45M+   | Impressions     |
| 321K+  | Leads           |
| \$15   | Cost Per Lead   |
| \$1085 | Cost Per Studio |

# PROGRAM SUMMARY



**600+ locations** participate in our franchisee program



SMS awarded the **Vendor of the Year**



**80%** of all member leads come from our program



We acquired a **master franchisee** in Australia



"Starting with two studios with a combined advertising budget of \$3400 and now scaled to the efficient management of hundreds with \$200,000+ in monthly social media advertising. I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"

**- Kasie, Marketing Director**



# LET'S WORK TOGETHER



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**SCHEDULE A CALL**



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