



CHANGING LIVES FROM SCRATCH

 little kitchen academy®

LITTLE KITCHEN ACADEMY

FRANCHISE PILOT CASE STUDY



SocialMadeSimple

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

Little Kitchen Academy is the leading **Montessori-inspired cooking school** for children and teens.

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

- Increase brand awareness
- Drive new business
- Encourage Engagement



Toronto The Beach • Vaughan • Oakville South • Panorama Village • Bridgeport Village

Lead Generation Ads

Little Kitchen Academy's lead generation ad campaigns aim to **attract families to enroll in children's cooking classes, boost local brand visibility, and enhance engagement.**

STRATEGY IMPLEMENTATION

- **Promote Little Kitchen Academy's unique approach**, allowing children to develop life skills and independence in a hands-on, kitchen environment.
- **Emphasize benefits** like healthy eating habits and self-confidence
- **Reinforce the academy's impact** through real parent feedback, building trust and authenticity.

TARGETING

- **Location-Based** Zip codes + Radius
- **Audience:** Retargeting engaged users and lookalike audiences
- **Interests:** Organic food, kindergarten, recipes, primary school, child development, cooking, organic, etc.

90-DAY RESULTS

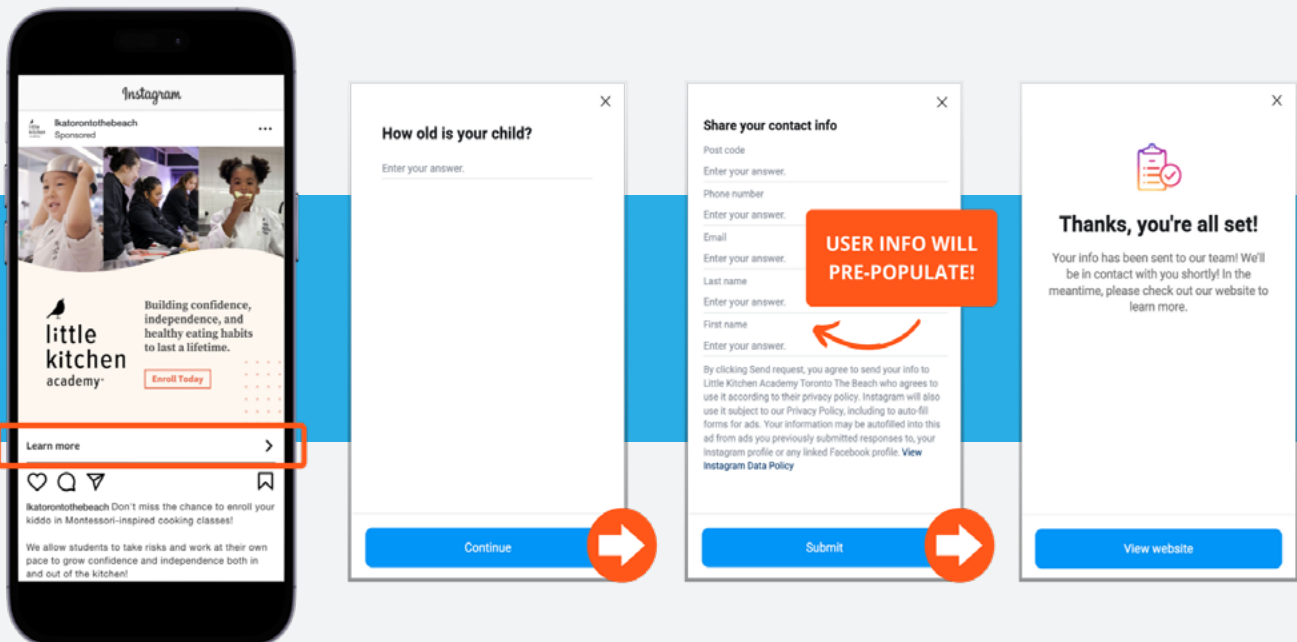
461K+	Total Impressions
10.8K+	Total Clicks
926	Total Leads
\$4.56	Avg. Cost Per Lead

The screenshot shows a Facebook advertisement for Little Kitchen Academy. At the top, it says "Little Kitchen Academy Toronto The Beach" with a "Sponsored" label. The main text reads: "Don't miss the chance to enroll your kiddo in Montessori-inspired cooking classes! We allow students to take risks and work at their own pace to grow confidence and independence both in and out of the kitchen!". Below this is a photo of a child in a kitchen. To the right of the photo is the Little Kitchen Academy logo. Below the photo is a testimonial in a red box: "My daughter had the most amazing time at LKA. She is quite picky but had no trouble trying new foods she prepared in this nurturing environment. She now wants to recreate the foods she made and try out new recipes." - LKA Parent. At the bottom, it says "FORM ON FACEBOOK Your go-to for kids' cooking classes!" and has a "Sign up" button.

Lead Generation Forms

HOW IT WORKS

- Lead generation campaigns allow Little Kitchen Academy to **collect submissions** for potential franchisee owners **directly on Facebook and Instagram**.
- **Users submit a form** with their information which is then sent to Little Kitchen Academy'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).



926

Total Leads
Submitted

100%

Submitted an **Email**
+ **Phone Number**

100%

Submitted **Child's**
Age + Grade

SocialModo

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

Networks

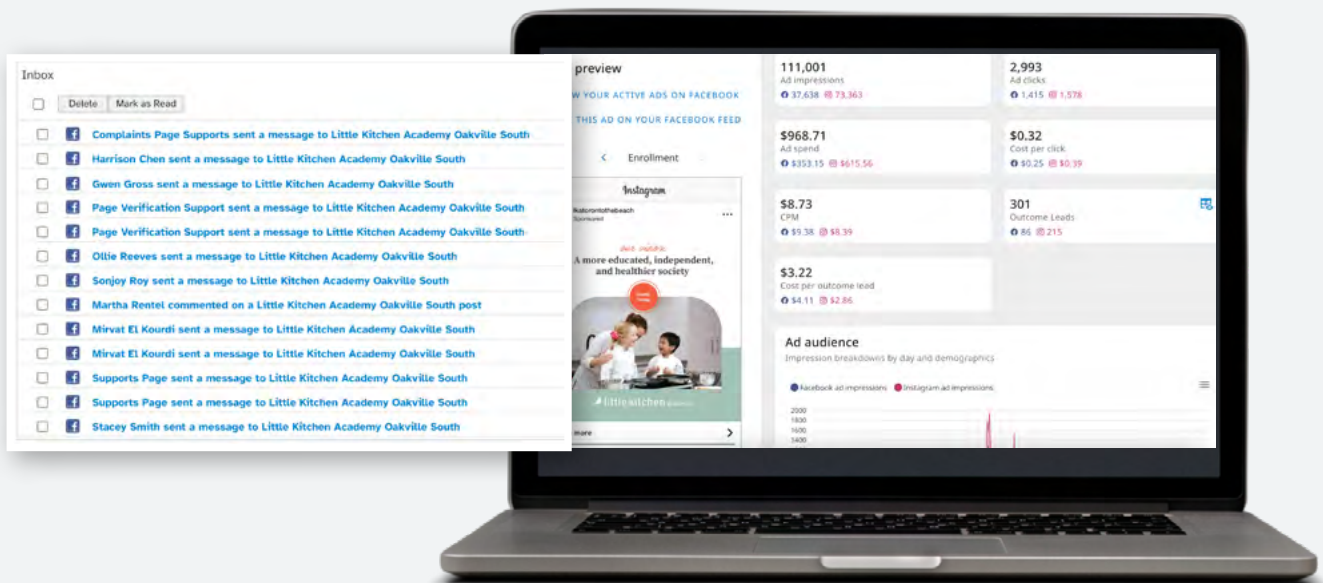
Franchisees are able to conveniently manage all connected social media networks in one place.

Reporting

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

Support

Little Kitchen Academy'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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