



MONSTER TREE SERVICE

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

Monster Tree Service is a **professional arborist** and **tree service provider**.

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

- Increase brand awareness
- Drive new business
- Encourage Engagement



Lancaster • Hunterdon County • Princeton • Northern New Jersey

Content Posts

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

STRATEGY IMPLEMENTATION

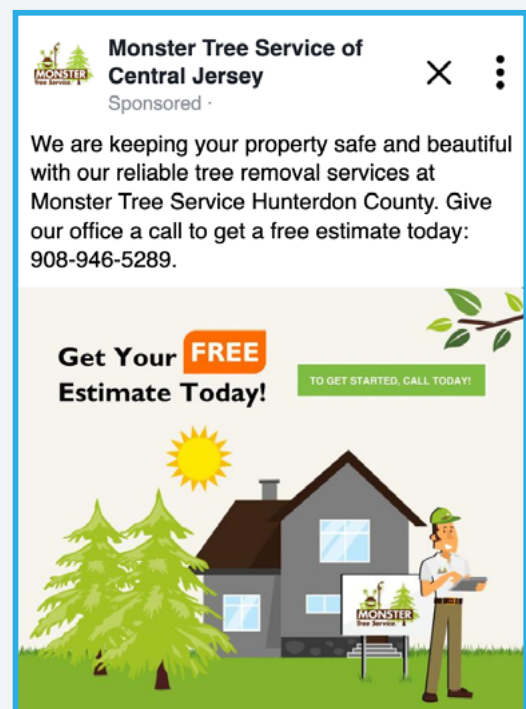
- **Brand Voice:** Position Monster Tree as an expert in their industry.
- **Categories:** Posts include customer testimonials, services offered, tree removal facts, FAQs, and more.

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

157K+	Total Impressions
88K+	Total Reach
154	Total Posts Published
\$2.45	Cost Per 1K Impressions



Lead Generation Ads

Monster Tree's ad campaigns are crafted to **generate new qualified customers**, **boost local brand awareness**, and **drive engagement** with each location's social media page.

STRATEGY IMPLEMENTATION

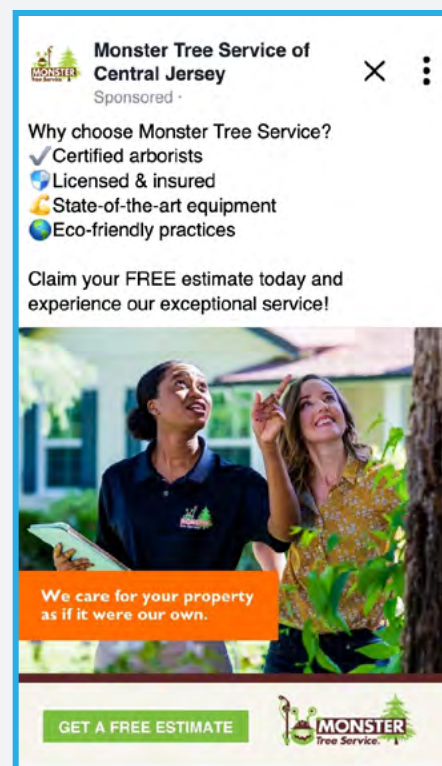
- Promote Monster Tree Service's **free estimate** with no obligations
- Showcase the **high-quality, affordable services** offered
- Highlight the benefits of using Monster Tree Service and **what makes them different**

TARGETING

- **Location-Based**
- **Ages:** 25 - 65+
- **Audience:** Retargeting
- **Behaviors & Interests:** Homeowners, gardening, landscaping, new houses, etc.

90-DAY RESULTS

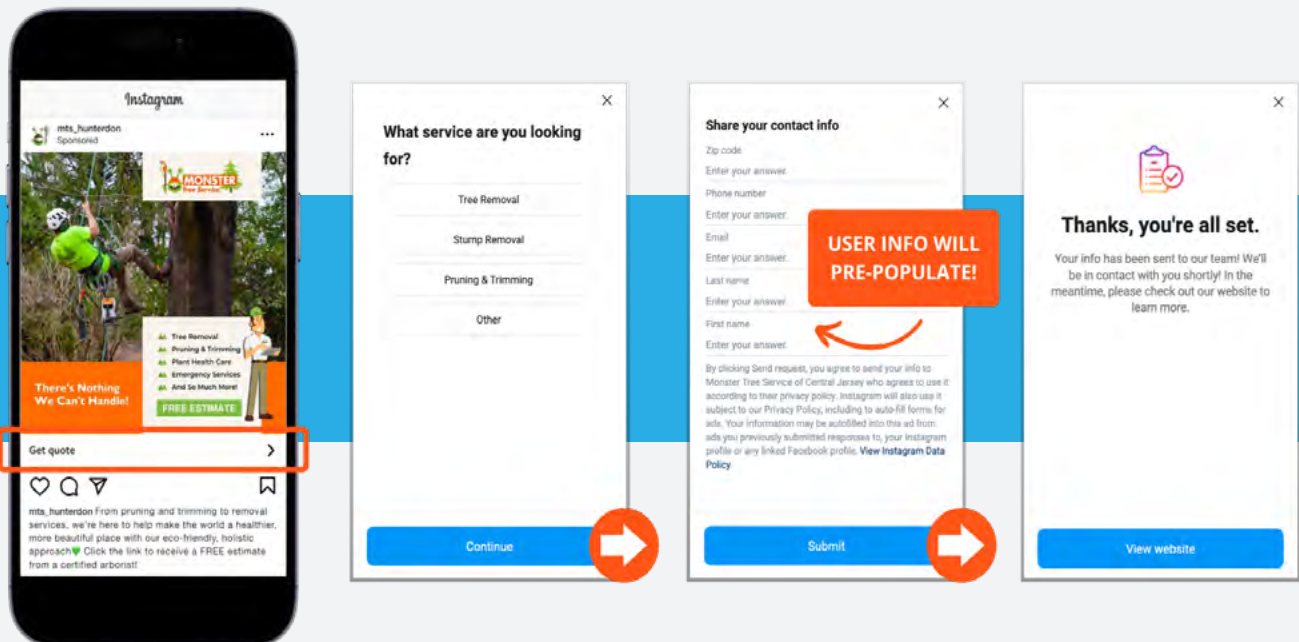
209K+	Total Impressions
109K+	Total Reach
661	Total Engagements
25	Total Leads



Lead Generation Forms

HOW IT WORKS

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



25

Total Leads
Submitted

\$2.19

Average Cost
Per Click

100%

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

SocialModo

With SocialMadeSimple's platform, SocialModo, Monster Tree Service 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

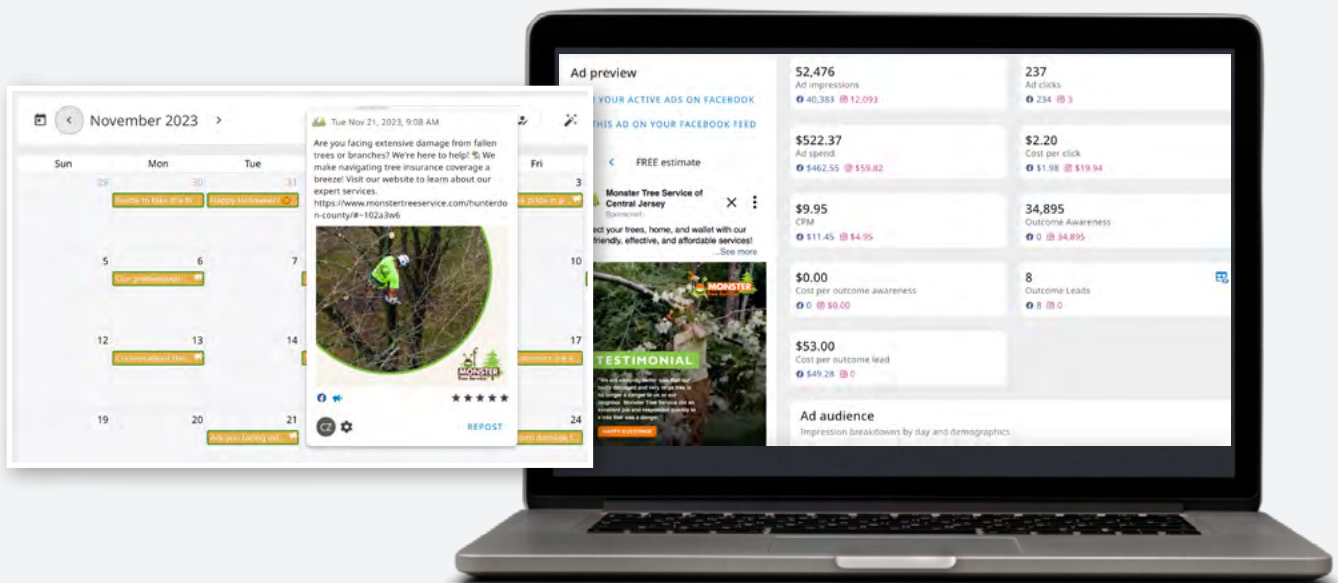
Posts are scheduled and published to each location's Facebook & Instagram.

Reporting

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

Support

Monster Tree Service'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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