BACKSTAGE DIGITAL

FACEBOOK ADS

LEAD GENERATION CASE STUDIES
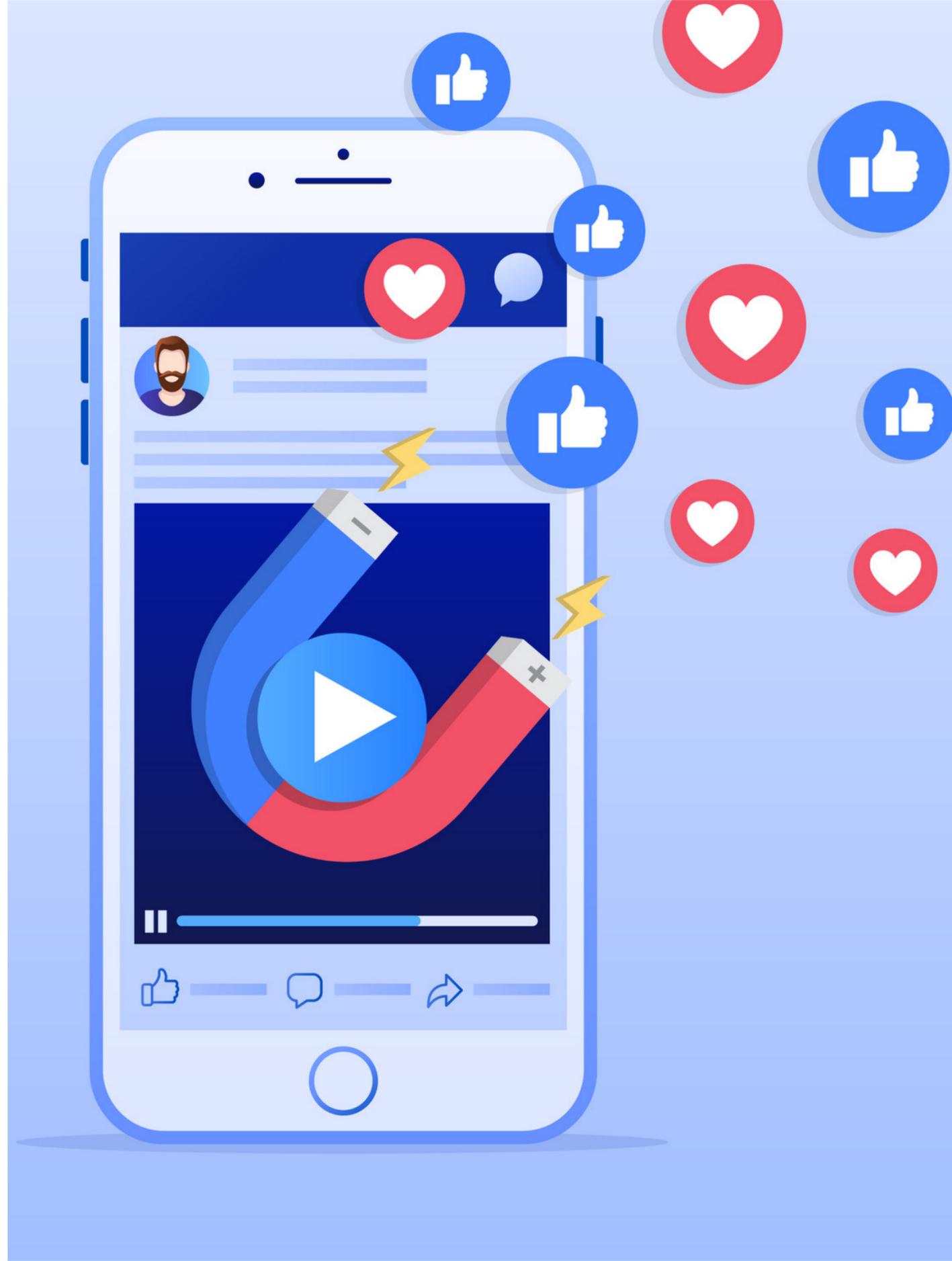
Steps to Reach The Top

Timeline of your marketing campaign

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First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

Second Step

Tracking code setup and implementation so we can track conversions on your campaign.
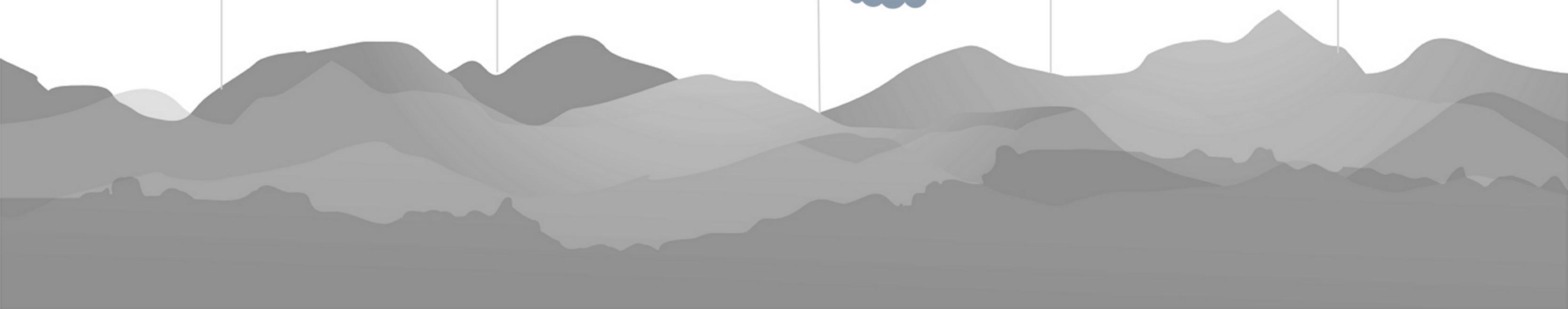
Third Step

Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

Fourth Step

It's go time. Now that you have reviewed the Facebook campaigns, it's time to enable them.

Fifth Step

A team of Facebook Ad experts will optimize your account to gradually improve performance and ROI.

KEY METRICS

200%+
savings on lead cost

7,500
unique video views

6
cents per video view

Account Overview | **Campaigns** | Ad Sets | Ads

+ Create | Duplicate ▾ | ✎ Edit ▾ | ↻ 🗑 ⇄ 🏷 | Rules ▾ | Columns: Performance ▾ | Breakdown ▾ | Export ▾

	Campaign Name	⚠	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3-Second Video Views
◉	Instagram Post: NON-SURGICAL NOSE JOB ✌🏻❤️ ...		● Active	Using ad set...	916 Link Clicks	27,083	36,373	$0.58 Per Link Click	$527.20	Aug 27, 2018	1.34	886	—
◉	Post: "NEW LOCATION, SAME GREAT SERVICE!!! ...		● Active	Using ad set...	6,830 10-Second ...	24,536	53,096	$0.06 Per 10-Seco...	$434.29	Sep 4, 2018	2.16	317	31,722
◉	SA - Botox Campaign		● Active	Using ad set...	92 Botox Special	47,018	169,358	$32.12 Per Botox Sp...	$2,955.07	Ongoing	3.60	1,117	30,584
▸	Results from 3 campaigns ⓘ				—	88,791 People	258,827 Total	—	$3,916.56 Total Spent		2.92 Per Person	2,307 Total	62,306 Total

PROBLEM

The customer was originally running a Facebook campaign and getting leads for over $160 per lead. This cost per acquisition was too high for the product they were selling.

SOLUTION

Within the first 30-days of running our highly optimized Facebook campaign, we were able to bring down their cost to $40 per lead. We were also able to create a traffic objective campaign and get them clicks to their website for 6 cents per click.

KEY METRICS

75%
savings on lead cost

286%
savings on traffic cost

27,824
unique website visitors

	Account Overview		Campaigns	1 selected ⊗		Ad Sets for 1 Campaign		Ads for 1 Campaign

| + Create | | Duplicate ▾ | | Edit ▾ | ⟳ 🗑 ⇄ 🏷 | Rules ▾ | | Columns: Performance ▾ | Breakdown ▾ | Export ▾ |

		Campaign Name		⚠	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	⊕
☑	◉	Epoxy			● Active	Using ad set ...	29,817 Link Clicks	201,549	331,054	$0.06 Per Link Click	$1,802.18	Ongoing	1.64	27,744	
☐	◉	SA - Property Maintenance (Form Fill)			● Active	Using ad set ...	16 Leads (Form)	8,374	11,856	$40.05 Per Lead (Form)	$640.85	Ongoing	1.42	86	
	▶	Results from 2 campaigns ⓘ					—	216,518 People	342,969 Total	—	$2,443.36 Total Spent		1.58 Per Person	27,824 Total	

GET IN TOUCH

READY TO WORK WITH OUR TEAM?

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