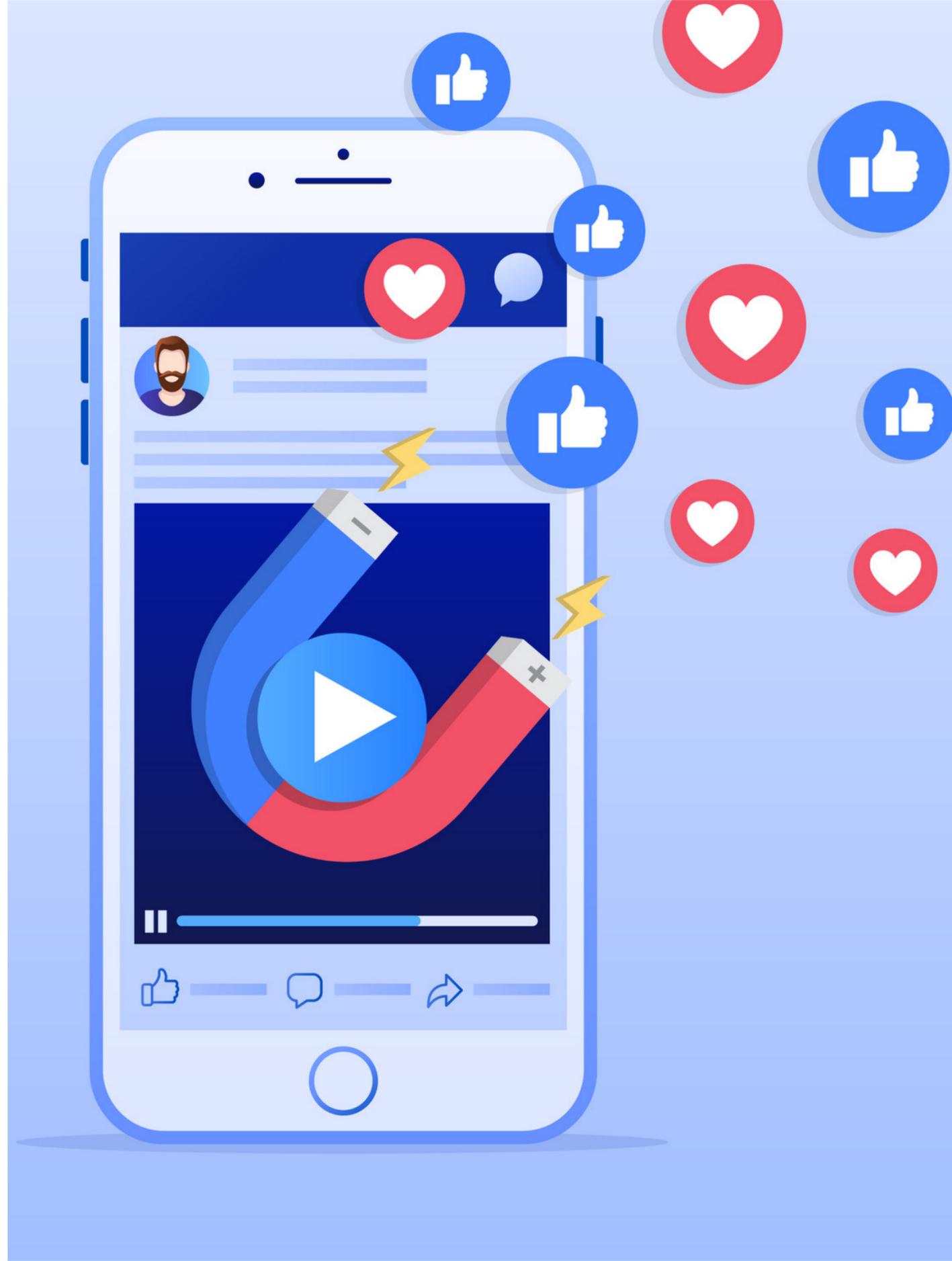


FACEBOOK ADS

LEAD GENERATION CASE STUDIES



Steps to Reach The Top

Timeline of your marketing campaign

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

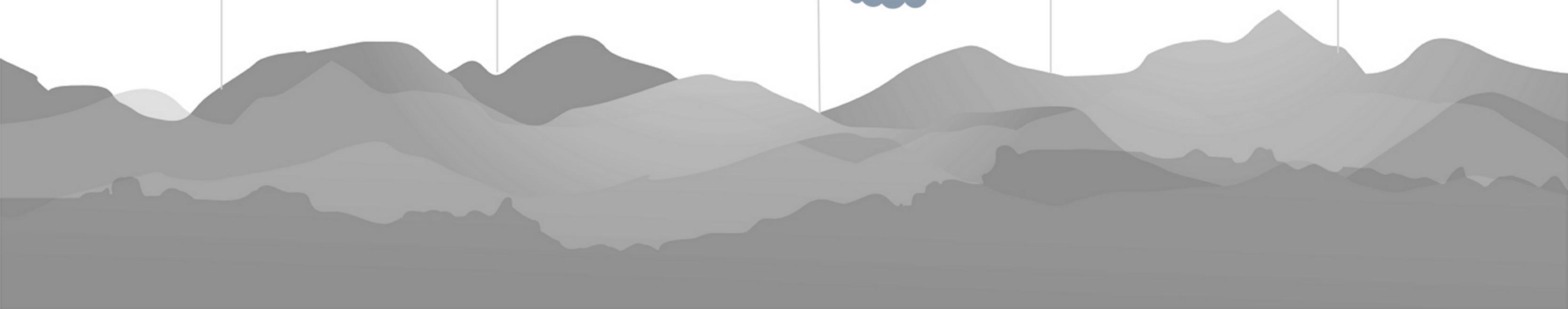
Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

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.



PROBLEM

The client never ran a Facebook campaign before and was interested in generating leads for their local medical spa. Their average cost per acquisition to generate a lead was \$280 through traditional marketing methods.

SOLUTION

Within the first 30-days of running our highly optimized Facebook campaign, we were able to generate them leads for \$32 from 1 campaign. We also created another campaign and got them over 7,500 video views for their new commercial promoting their new location.

KEY METRICS

200%+
savings on lead cost

7,500
unique video views

6
cents per video view

The screenshot shows the Facebook Ads Manager interface with the 'Campaigns' tab selected. The table below displays the performance of three campaigns. The 'Results' column includes metrics like Link Clicks, 10-Second Video Views, and Botox Special. The 'Reach' and 'Impressions' columns show the scale of the campaigns. The 'Cost per Result' and 'Amount Spent' columns provide financial data. The 'Ends' and 'Frequency' columns indicate the duration and repetition of the ads. The 'Unique Link Clicks' and '3-Second Video Views' columns highlight the specific metrics mentioned in the key metrics section.

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3-Second Video Views
<input type="checkbox"/>	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	—
<input type="checkbox"/>	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
<input type="checkbox"/>	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

The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation tabs: 'Account Overview', 'Campaigns' (selected), 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and 'Rules'. On the right side of the toolbar, there are dropdown menus for 'Columns: Performance', 'Breakdown', and 'Export'. The main table displays campaign performance data with columns for Campaign Name, Delivery, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'Epoxy' and 'SA - Property Maintenance (Form Fill)'. A summary row at the bottom shows 'Results from 2 campaigns' with a total of 27,824 unique link clicks.

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
<input checked="" type="checkbox"/>	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
<input type="checkbox"/>	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

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