

Business Coaching

Local Business Marketing Solutions Case Study

Budget: \$8,000 / mo Publisher: Facebook Ads

Data: 7 months Objective: Lead Generation

They wanted to generate \$2,000 - 100,000 sales prospects opted into their webinar funnel. They started with a \$15-20 CPL, and we helped them generate 4,000+ leads during the first seven months we worked together, with a 43% drop in CPL.

Updating Their Targeting

This client had already been running ads for a while, so we were able to get started with a decent amount of data. We broke the data down into segments by age, interest, location, and creative to compare and contrast the previous results.

We also learned that their campaigns were evergreen, so it was constantly being recycled for new leads every week. That immediately helped us realize that we needed to segment their audiences by duration, to avoid showing the same ads to people over and over. This was a new technique for them; they had never used exclusions and had just shown their ads to very broad audiences.

Our team also updated their retargeting to increase the registration to participation ratio from 10% to 25%. This included 1-day, 3-day, and 5-day reminders about the weekly webinars to make sure it was top of mind. We also added some extra stuff to the webinar to boost the 100% video watch rate from 30% to 50%.

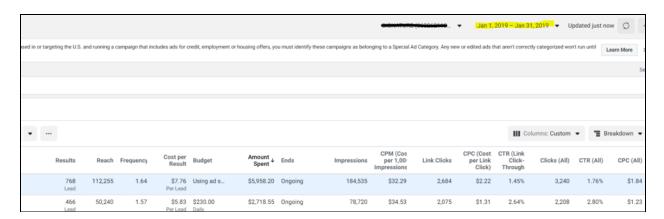
First Month Results

They initially started off with a \$2,000 monthly budget. This was fairly small for the type of campaigns they were running, but it was enough for us to experiment with the CPL and get it down \$15-20 to a little under just \$5.



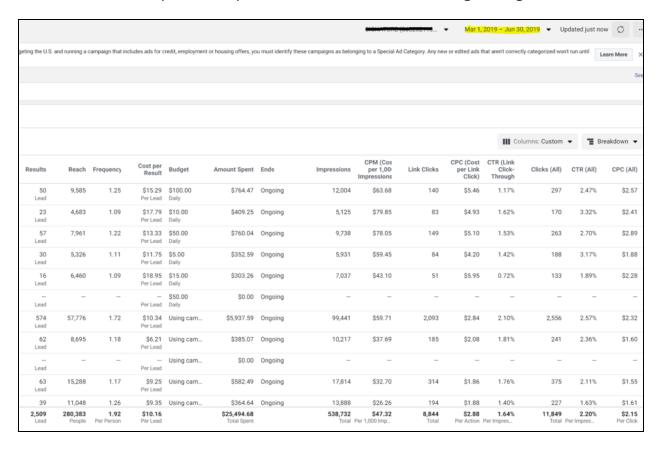
Scaling Their Budget

Once they saw the results and decreasing CPL, they quickly increased their budget from \$2,000. We were able to scale it up to \$8,000 within a relatively short period of time, and we managed to keep their CPL at about \$7 too (\$3 under the goal of \$10).



Maintaining the CPL

Over the next four months, we helped them maintain the same budget and a relatively even CPL--averaging just \$10.16. Of course, some audiences did better than others, so this accounted for experiments with poor performing audiences too. Even still, the spend and performance were both moving the right direction.







Calls & forms



Facebook Ads Deliverables

☑ Competitor research ☑ Audience targeting updates

☑ Detailed conversion tracking
☑ Lookalike audience setup

☑ Detailed ad extensions
☑ Live performance dashboard

☑ Custom audience creation
☑ Retargeting audiences

☑ Ad placement optimization
☑ Ad copy and creative tests

☑ Campaign budget updates
☑ Bidding optimizations

☑ Geo-targeting & day-parting
☑ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

Contact Us Today