



# — FACEBOOK ADS —

## CASE STUDIES

"I was taking photographs like mad, running out of film as night fell. My very last photo was the best."

We share the story behind Marc Riboud's famous image.



Behind the Image: Protesting the Vietnam War with a Flower • Marc Riboud • Magnum Photos  
magnumphotos.com



# 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

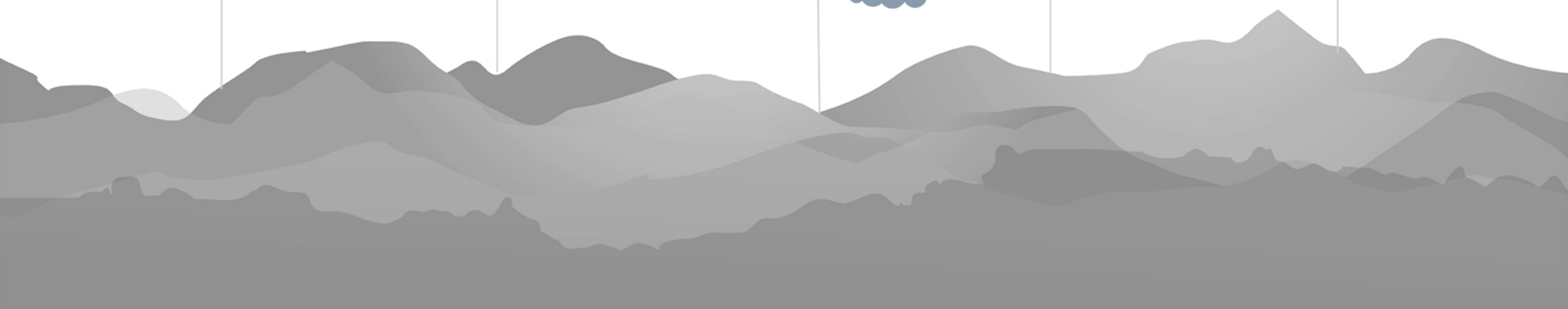
Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

## 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 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

<input type="checkbox"/>	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



# Problem

The customer 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

Account Overview		Campaigns		Ad Sets		Ads							
+ Create		Duplicate		Edit		Rules		Columns: Performance		Breakdown		Export	
<input type="checkbox"/>	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3-Second Video Views	
<input type="checkbox"/>	<input checked="" 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"/>	<input checked="" 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"/>	<input checked="" 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	



A background image showing a business meeting. A person in a light blue shirt is pointing at a document held by another person in a grey sweater. A laptop with a bar chart is visible on the left. The text 'GET IN TOUCH' is overlaid in the center.

**GET IN TOUCH**