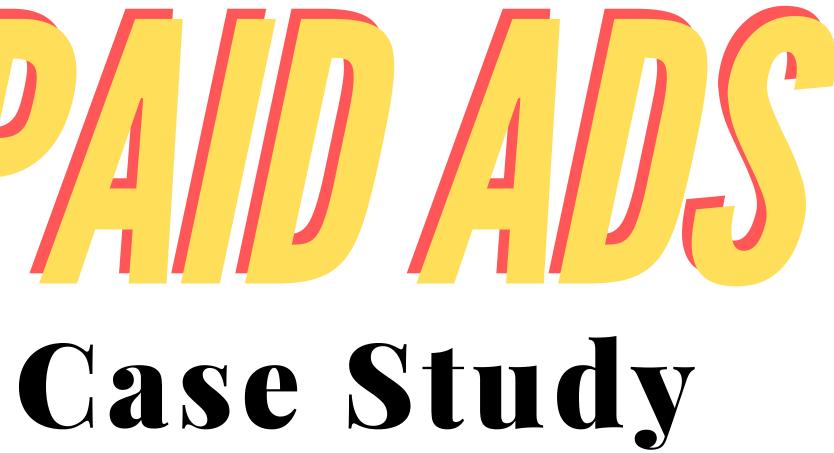


## JACKS.SOCIAL





# STEPS TO REACH THE TOP

## **Timeline of your marketing campaign**

#### FIRST STEP

First, I perform indepth 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, I select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

#### **FACEBOOK ADS**



#### FOURTH STEP

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

#### FIFTH STEP

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





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





+ (	Creat	ate 🗄 Duplicate 💌 🖍 Edit 💌 🖒 🏛 🖓		Rules 🔻	Rules T Columns: Performance									Export
		Campaign Name	۸	Delivery	^	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
•		Ероху		<sup>G</sup> Active		Using ad set	29,817 Link Clicks	201,549	331,054	<b>\$0.06</b> Per Link Cijck	\$1,802.18	Ongoing	164	27,744
		SA - Property Maintenance (Form Fill)		C Active		Using ad set	16 Leads (Form)	8,374	11,856	\$40.05 Per Lead (Form)	\$640.85	Ongoing	142	86
		Results from 2 campaigns (1)					-	216,518 People	<b>342,969</b> Total	-	<b>\$2,443.36</b> Total Spent		1.58 Per Person	<b>27,824</b> Total

### FACEBOOK ADS

# SOLUTION

Vithin the first 30-days of running their highly ptimized Facebook campaign, I was able to ng down their cost to \$40 per lead. I was also le to create a traffic objective campaign and et them clicks to their website for 6 cents per click.



27,824 unique website visitors





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.





	Campaign Name	A	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3 -Secon Video View
	Instagram Post: NON-SURGICAL NOSE JOB 🐇 🤎		Active	Using ad set	916 Link Clicks	27,083	36,373	\$0.58 PerLink Click	\$527.20	Aug 27, 2018	1.34	886	
	Post: "NEW LOCATION, SAME GREAT SERVICE !!!		e Active	Using ad set	<b>6,830</b> 10-Second	24,536	53,096	<b>\$0.06</b> Per 10-Seco	\$434.29	Sep 4, 2018	2.16	317	31,72
	SA - Botox Campaign		e Active	Using ad set	92 Botox Special	47,018	169,358	\$32.12 Per Botox Sp	\$2,955.07	Ongoing	3.60	1,117	30,58
	Results from 3 campaigns ①				-	<b>88,791</b> People	<b>258,827</b> Total		<b>\$3,916.56</b> Total Spent		<b>2.92</b> Per Person	<b>2,307</b> Total	<b>62,3</b> 0 To

### FACEBOOK ADS

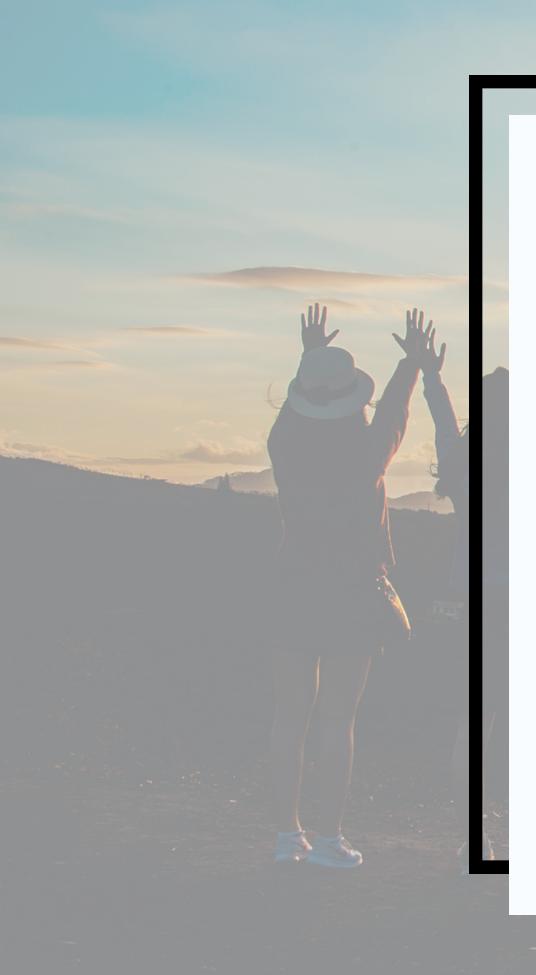
# SOLUTION

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



## cents per video view









### VISIT JACKS.SOCIAL/CONTACT





