



**JACKS.SOCIAL**

**PAID ADS**

**Case Study**



# STEPS TO REACH THE TOP

## Timeline of your marketing campaign



### FIRST STEP

First, I 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, I 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

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

**FACEBOOK ADS**



# 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 their highly optimized Facebook campaign, I was able to bring down their cost to \$40 per lead. I was 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

	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	164	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	142	86
▶ Results from 2 campaigns				—	216,518 People	342,969 Total	—	\$2,443.36 Total Spent		1.58 Per Person	27,824 Total

## FACEBOOK ADS



# 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 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 .

## Key Metrics

**200%+**  
savings on lead cost

**7,500**  
unique video views

**6**  
cents per video view

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

## FACEBOOK ADS







# *GET IN TOUCH*

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