



# lead generation case study

LOCAL BUSINESS  
LOOKING FOR  
QUALITY LEADS IN  
LAS VEGAS, NV

## Results:

Spent \$1488 over a month-long period which resulted in 31 qualified bookings (\$48/each), resulting in a 10X return-on-ad spend for a local permanent makeup studio.

- This client has gone on to repeat the same results month after month and is still currently running ads.





## summary

Our team created ads campaigns that generated a total of 31 call bookings over a 30 day period for our new client in the permanent makeup industry in Las Vegas. We have since duplicated the process in another location: California. Client saw a 10X return on her ad spend and continues to experience success month after month.

## goal

To successfully establish a reliable and consistent ads strategy that would generate quality call bookings for people intested in permanent makeup solutions (including brows, receding hairline, and more) for high-end permanent makeup services costing \$3000-\$5000.

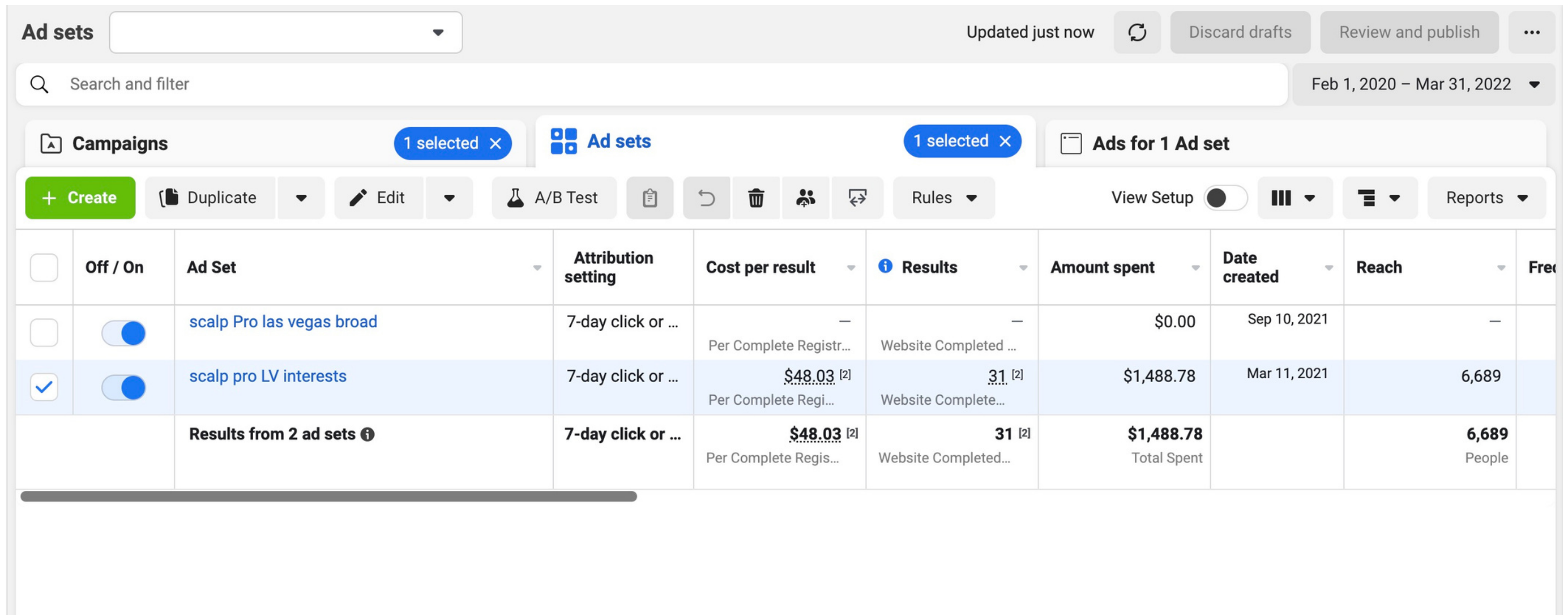
## accomplishments

Spent \$1488 over a month-long period which resulted in 31 qualified bookings for only \$48/booking, resulting in a 10X return-on-ad spend for a local permanent makeup studio. We also created and maintained these results in the months that followed, PLUS expanded the same campaigns to two other cities where the client had satellite locations.

## challenges

We worked with this client to establish a funnel that not only booked calls, but booked quality calls with prospects who were able to invest in high-end permanent makeup solutions costing \$3,000 to \$5,000. With our proprietary onboarding and audit process, we identified where we needed stronger screening forms and making this change provided more quality leads, plus focusing on the right ads messaging to attract the right kind of leads.

# looking at the numbers...



The screenshot displays the Facebook Ads Manager interface. At the top, there are buttons for 'Updated just now', 'Discard drafts', and 'Review and publish'. A search bar and a date range filter ('Feb 1, 2020 - Mar 31, 2022') are also visible. Below the search bar, there are tabs for 'Campaigns', 'Ad sets', and 'Ads for 1 Ad set'. The 'Ad sets' tab is active, showing a list of ad sets with columns for 'Off / On', 'Ad Set', 'Attribution setting', 'Cost per result', 'Results', 'Amount spent', 'Date created', 'Reach', and 'Frequency'. Two ad sets are listed: 'scalp Pro las vegas broad' and 'scalp pro LV interests'. The 'scalp pro LV interests' ad set is selected and highlighted in blue. Below the individual ad sets, there is a summary row for 'Results from 2 ad sets'.

<input type="checkbox"/>	Off / On	Ad Set	Attribution setting	Cost per result	Results	Amount spent	Date created	Reach	Frequency
<input type="checkbox"/>	<input type="checkbox"/>	scalp Pro las vegas broad	7-day click or ...	— Per Complete Registr...	— Website Completed ...	\$0.00	Sep 10, 2021	—	—
<input checked="" type="checkbox"/>	<input type="checkbox"/>	scalp pro LV interests	7-day click or ...	\$48.03 [2] Per Complete Regi...	31 [2] Website Complete...	\$1,488.78	Mar 11, 2021	6,689	—
<b>Results from 2 ad sets</b> ⓘ			<b>7-day click or ...</b>	<b>\$48.03</b> [2] Per Complete Regis...	<b>31</b> [2] Website Completed...	<b>\$1,488.78</b> Total Spent		<b>6,689</b> People	

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