

Digital Estate Media Case Study





One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

Why digital Estate Media?

We have a unique entrepreneurial approach to how we work with our clients.



People

Our People are the lifeblood of our success. We have spent the last 3 years building a culture of excellence and a support to ensure long term growth.



Technology

We are up to date on the latest and most effective platforms to help deliver value to our clients and partners.



Process

Once we understand how you operate, we optimize the workflow to fit your growth stage and help scale.



digital

Estate Media

Marketing Measurement

- ✓ Social Media Marketing
- ✓ Google Ads
- ✓ Tik Tok Ads
- ✓ Facebook Ads
- ✓ Email Marketing
- ✓ LinkedIn As A Service (Lead Generation)



We help you grow

We were able to generate new business for the client and provide opportunities for expansion.

Over Traditional Marketing

- ✓ Sales CRM Development
- ✓ Sales Management
- ✓ Project Management Updates
- ✓ Scheduling
- ✓ Virtual Assistance
- ✓ Telemarketing
- ✓ Customer Service
- ✓ Customer Support



Accountant Campaign Case Study



Accountant Campaign

14 Weeks, 4 Ads, and 400+ Leads
– Here's how we did it
for an Accounting Agency

In response to COVID-19 crisis, brands around the world started going into hibernation and dramatically slashed their budgets across every form of media, including digital.

And as the fear started to kick in, things got a lot worse.

Keeping business afloat was the biggest challenge.

Everyone from Facebook to Snapchat and Google witnessed huge drops in advertising spend. In fact, all social media platforms reported a big cut in revenue from the major brand players as soon as the crisis hit.



"Businesses are calling off in-person meetings...I am not booking any new appointments., it seems like everything is coming to a complete halt for me."

says our client who runs an Accounting Agency in the United States.

As he mostly generates business through his industry contacts and referrals, when the pandemic hit, things turned upside down for him. He had no other choice but to find an alternative way to market his business and win more clients.

+ So he invested most of his time researching for better advertising options and decided to seek the help of a digital marketing agency.

+ He ran a thorough search online and shortlisted a few digital agencies in the US. After reading a few of our reviews, he decided to connect with our team back in 2020 with the hope to generate high-converting leads for his business using the power of Facebook Ads.

+ And that's exactly what we did for him.

+ In the next 14 weeks that followed our meeting, we helped him reach out to 23,000+ potential prospects, collect 467 high-converting leads with the desired target of 72% conversion rate, and hit the lowest CPL of \$9.60. All that in a total ad spend of \$4,483. That brought in \$38,500 in revenue for our client.

+ That's an 858% return on investment!



Challenges

- + As the client had zero experience of running digital ads, he was skeptical about the results we can achieve for him using the power of Facebook advertising. So we had to connect the right dots for him that would not only restore his faith in Facebook Ads but also help him get his business back on track.
- + We had to work on the creatives and assets from scratch and had little to no time to experiment and find the winning elements.
- + The client needed high-quality leads (form submissions) with a high conversion potential under \$100 CPL.



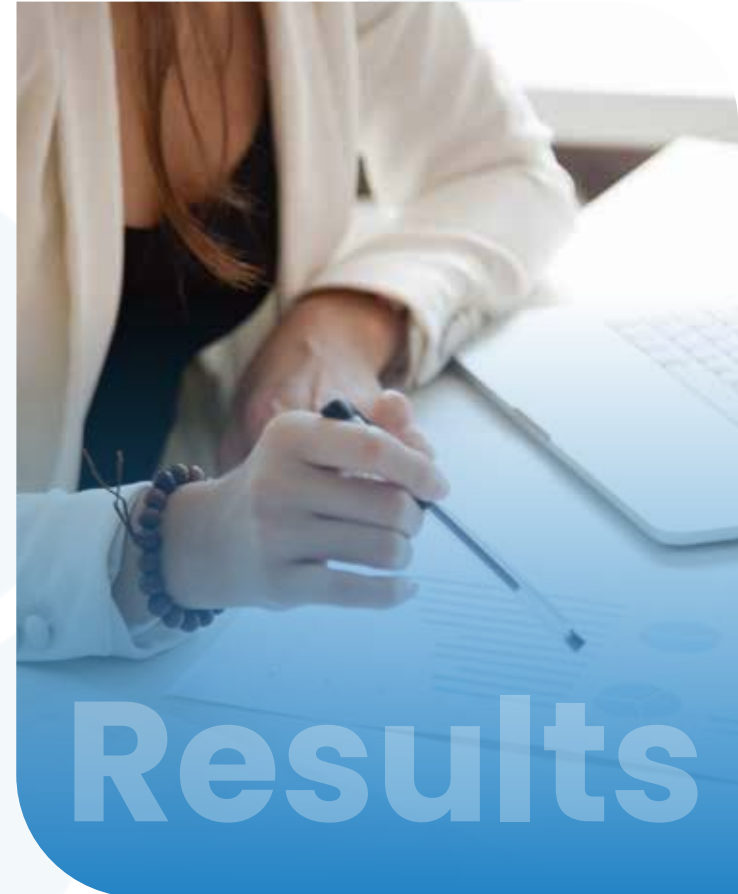
Process

- + To design better-performing ads it was important to understand the client's business inside out, and the type of audiences he was aiming to target. So, we started our.
- + Process by collecting as much information possible about his ideal clients.
- + Based on our understanding of the client's business and industry, we defined measurable KPIs for an accounting firm.
- + We worked with an initial budget of \$30/day, which we kept tweaking after reviewing the weekly results.
- + With the data we collected, we created few high-quality audiences on Facebook.
- + Our visual geniuses and copy wizards created engaging assets and creatives to use for the TOF campaign we were to run for the client.
- + We set up 4 ad sets and tested our target audiences in each ad set using 8 different creatives and 4 ad copies. Which had the biggest impact on the success of our campaign.



Results

- + Our visual geniuses and copy wizards created engaging assets and creatives to use for the TOF campaign we were to run for the client.
- + We helped our client reach out to 23,803 potential prospects across his target locations with the help of our 3 winning ad sets.
- + With the total ad spend of \$4,483, we brought \$38,500 in revenue for our client.
- + Our 8 creatives and 4 ad copies collected 467 high-converting leads (form submissions) for the client.
- + Our TOF campaign hit the lowest CPL of \$9.60 for our client with the desired 72% conversion rate.



***What do you think about the results? Got questions?
Drop them in the comments below***

Client Intro



45 Accountant Leads at a Surprisingly High Conversion Rate

This accountant was facing the global recession harder than the competitors and had to get back up again. We chipped in and brought him back in business within 3 months.

Here's how he performed over 3 months



The Challenge

To build highly targeted cold audiences with no prior data and warming them up into leads at a low cost.

The Process

- + We did extensive audience and competitor research for the client to build the right audience persona with winning conversion probability.
- + We coupled that with the lookalikes of the high lifetime value (LTV) audience and begin our TOF campaign.
- + With a daily budget of \$30/day initially, campaign budget optimization (CBO) worked wonders in distributing the budget where results were coming from.
- + Getting 46 ready-to-convert leads in 3 months was no less of a miracle for the accountant who dropped down to 3-5 low-paying leads a month.



The Results

Results ▾	Reach ▾	Impressions ▾	Cost per Result ▾	Amount Spent ▾	Ends ▾
28 Leads	7,678	18,876	\$20.65	\$578.06	Ongoing
16 Leads	6,807	12,375	\$22.28	\$356.40	Ongoing
2 Leads	2,805	4,875	\$79.96	\$159.92	Ongoing
46 Leads	13,392 Pepole	36,128 Total	\$23.79 Per Lead	\$1,094.38 Total Spent	

- + We successfully booked the client 46 calls at a 63% conversion rate.
- + With dynamic creative ads, we got the creatives that would convert for the account for a long time down the road.
- + Our TOF audiences seeded for the other funnel levels too, so the client had the blueprint of success right in his hands for future use.

- + He was absolutely amazed at the low cost per lead for the high-paying clients, comparing the results with those of his colleagues.

Needless to say, he survived the global recession like it never happened.

Client Intro

Client Intro – A US Based CPA Firm Exceed its 70 Conversion Goal in 4 Months

“We have seen incredible results, including 200% growth in organic traffic, 90% increase in high-converting lead generation, and the lowest CPL of \$8.70. Communication is great with CANZ. They are always available to provide in-depth answers and their turnaround is exceptionally fast.” –Says our client who owns one of the fastest-growing CPA Firms in the USA today.

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Quick flashback

- + Founded in the late '90s, our client's advisory CPA Firm headquartered in Illinois had to deal with some tough challenges in the last few years, to drive new leads to their business in form of calls, lead forms, and applications.
- + Traditionally, Google AdWords has always been a reliable source of profitable accounting leads for our clients. However, recent changes to the dynamics of the accounting industry and intensifying rivalry with many new entrants in the market created a whirl of challenges.

Realizing that their existing model of using Google AdWords to fuel business growth would not be sustainable forever. So the executive team at our client's CPA Firm decided to reach out to us back in 2018 with bigger goals.

- + They not only wanted to reach out to the masses and engage researchers interested in tax, audit, and wealth management services but also wanted to have a robust marketing copy that would help them:
 1. Target both the segments of the market (individuals and companies) at the same time, and
 2. Generate high-converting leads under \$100 CPL by the start of the next quarter.

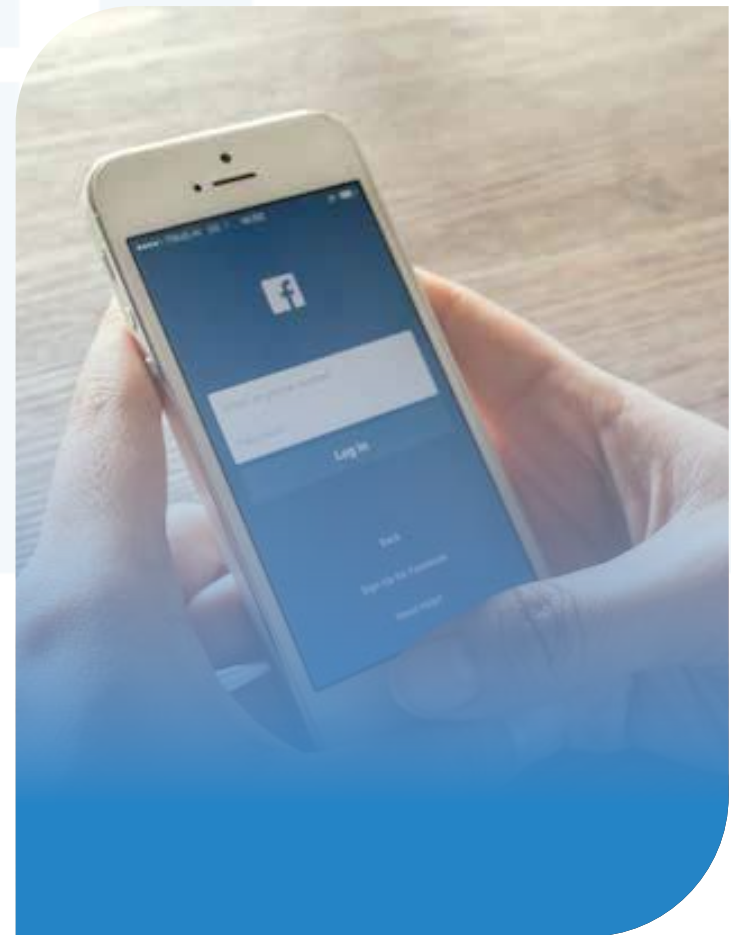
A large, stylized blue logo for "digital". The letters are bold and sans-serif. The "i" in "digital" has a small cluster of blue squares to its left, suggesting a digital or data theme.

Leveraging Paid Facebook Advertising

- + We knew we had a tight deadline to work with, so it was important for us to make every dollar count for our client. With a total ad spend of \$4,359; we were able to generate \$47,595 in revenue, collect 501 highly qualified leads and achieve a 74% conversion rate!
- + The numbers we were able to achieve were impressive, to say the least.
- + Our ads hit the lowest cost per lead (CPL) of \$8.70 and not just that, we managed to reach out to 28,000+ potential prospects across the US for our client's firm.

How Did We Make The Magic Happen?

- + Keep reading as we are about to map out where we ran the ads, what challenges did we overcome, and what had the biggest impact on the success of the campaign.



The Challenge

- + New competition in the market brought a big deficit for our client. Relying heavily on Google AdWords for new business, Facebook Advertising was a new arena for our client to explore.
- + As the client had no prior experience of running Facebook ads, we had to connect the right dots for him that would level up his business game.
- + We had to work on the creatives and assets from scratch and had little to no time to experiment and find the winning elements.
- + The client needed high-quality leads (form submissions) with a high conversion potential under \$100 CPL



The Process

To begin addressing the challenges, we audited our client's account to find opportunities. We discovered three main areas we need to focus on:

- + Campaign Budget Optimization
- + Ad Copy Testing
- + Embedding landing page with clear CTA's

To design better-performing ads it was important to develop buyer personas and understand the client's business inside out. So, we started our process by collecting as much information as possible about his ideal clients. With the data we collected, we created a few high-quality audience sets on Facebook.

Our visual geniuses and copy wizards created engaging assets and creatives to use for the TOF campaign we were to run for the client. Based on our understanding of the client's business and industry, we defined measurable KPIs for an accounting firm.

- + We worked with an initial budget of \$30/day, which we kept tweaking after reviewing the weekly results. This helped lower the cost per conversion.



The Results

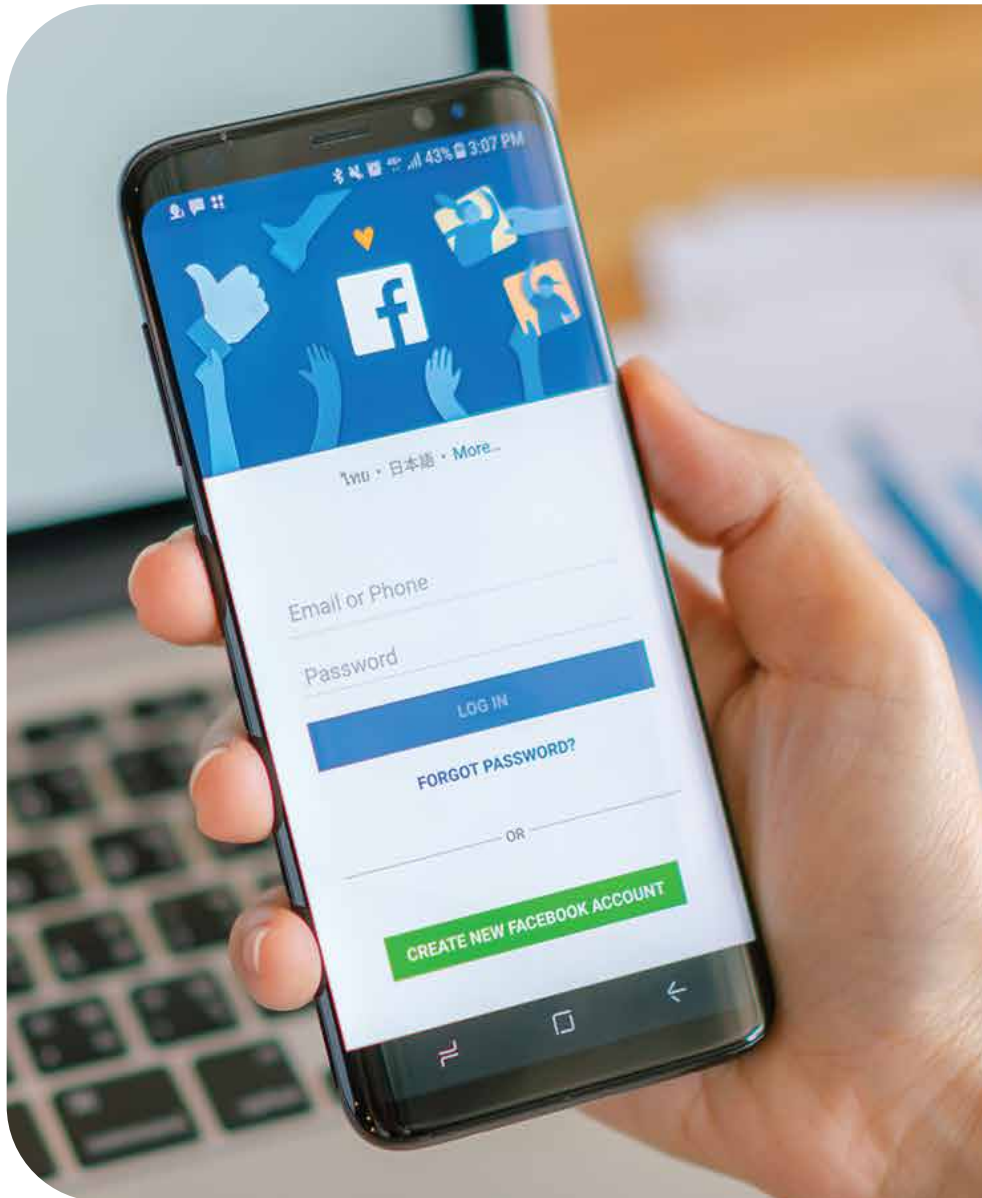
- + We helped our client reach out to 28,210 potential prospects across his target locations with the help of our 3 winning ad sets.
- + We ensured our ad copy not only spoke about the client's products and benefits but was also tailored to each set of keywords in a way that would attract searchers to click our ad over competitors.
- + With the total ad spend of \$4,359, we brought \$47,595 in revenue for our client. Our 8 creatives and 4 ad copies collected 501 high-converting leads (form submissions) for the client.
- + Our TOF campaign hit the lowest CPL of \$8.70 for our client with the desired 74% conversion rate



Client Intro

Here's How CANZ Helped an Accounting Firm use the Power of FB Ads to Generate 200 High Converting Leads During the Pandemic

The ongoing pandemic and the social distancing restrictions that it has brought have proven to be especially brutal for some industries. One such industry is that of financial advisers. A current client of CANZ, who runs a financial accounting firm, was one of those unfortunate people whose business was hit especially hard by lockdowns and other social restrictions.



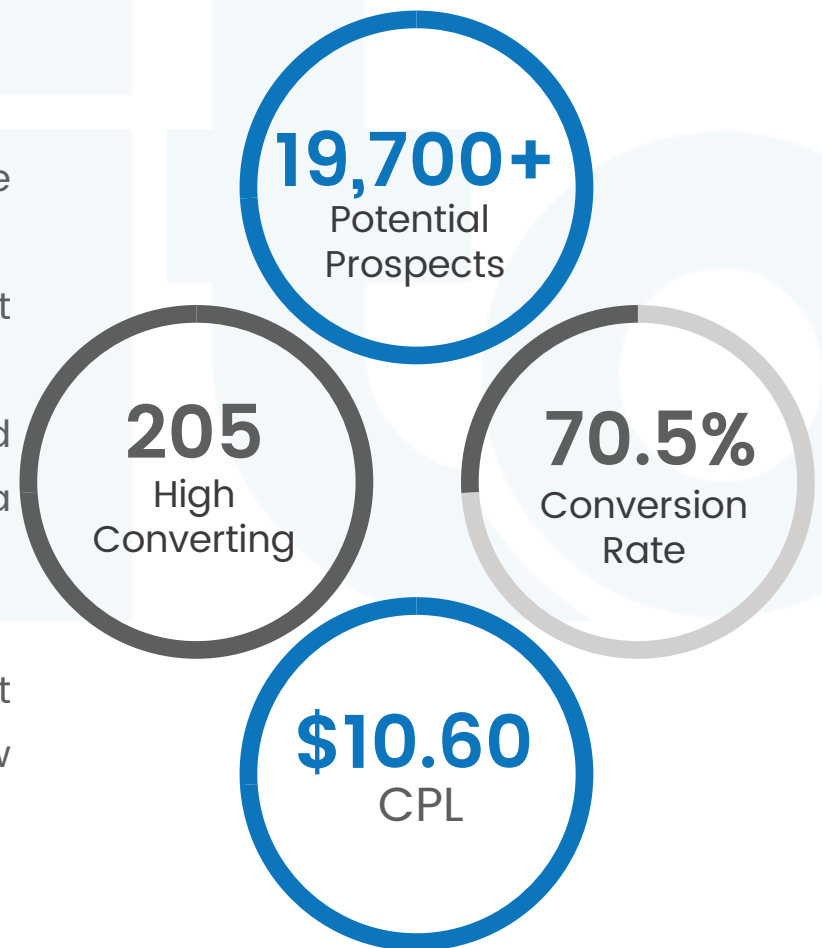
- + Just before the pandemic began, things were going pretty well for our client. He was running his firm very efficiently and thanks to his industry connections and referrals from current clients; he was successfully generating new business.
- + But then, the lockdowns and social restrictions began. With almost every business hurt so badly by the lockdowns, many of his clients had to discontinue their contracts with his firm. And, as everyone was working from home, the positive word-of-mouth that his firm was generating just stopped spreading. In short, his firm lost clients and wasn't attracting any new ones either.
- + Soon enough, the business started losing money, and to turn things around, the client hastily contacted an online marketing firm that he had heard of and decided to avail their services. This firm charged him a big sum for their services and even after 2 months of waiting, the results were pretty underwhelming.
- + By September 2020, our client was now desperately trying to reach out to his old friends and acquaintances in hope of new business. It was during one of these phone calls to an old friend that he shared his firm's current situation, after which his friend told him about our services.
- + The client was wary at first and decided to do some research about us. But, soon enough, after reading through a few of our client reviews he decided to reach out to us. Our marketing team had multiple meetings with him and presented a tailor-made plan for social growth.
- + We knew how difficult it was for him to manage making a comeback for his business, so to help restore his confidence in the power of Facebook ads we devised a plan that could easily be scaled up or down depending on the budget. Which allowed him to have complete control over how much he was spending on paid media.

In the months that followed, we ran a TOF campaign for a total ad spend of \$2,173. That brought in a total of \$18,000 in revenue for our client.

A Massive 828% ROI!

Not only we helped him fix his existing landing page copy, but also efficiently integrate it with the Facebook Pixel to track results. We ran ads that reached out to **19,700+** potential prospects, collected 205 high-converting leads with the desired target of **70.5%** conversion rate, and achieved a CPL of **\$10.60**.

We helped our client achieve all these results in just 10 weeks. You read that right. Here's a peek at how we managed it all for him:



The Challenge

- + As the client had a bad experience running digital ads, he was skeptical about the results we can achieve for him using the power of Facebook advertising. So we had to work out the right path for him that would not only restore his confidence in FB Ads but also help him get his business back on track.
- + We had to comb through the existing landing page copies our client was using and resolve pixel integration issues to ensure our ad creatives and assets were generating the desired results.
- + The client needed high-quality leads (form submissions) with a high conversion potential under \$100 CPL.



The Process

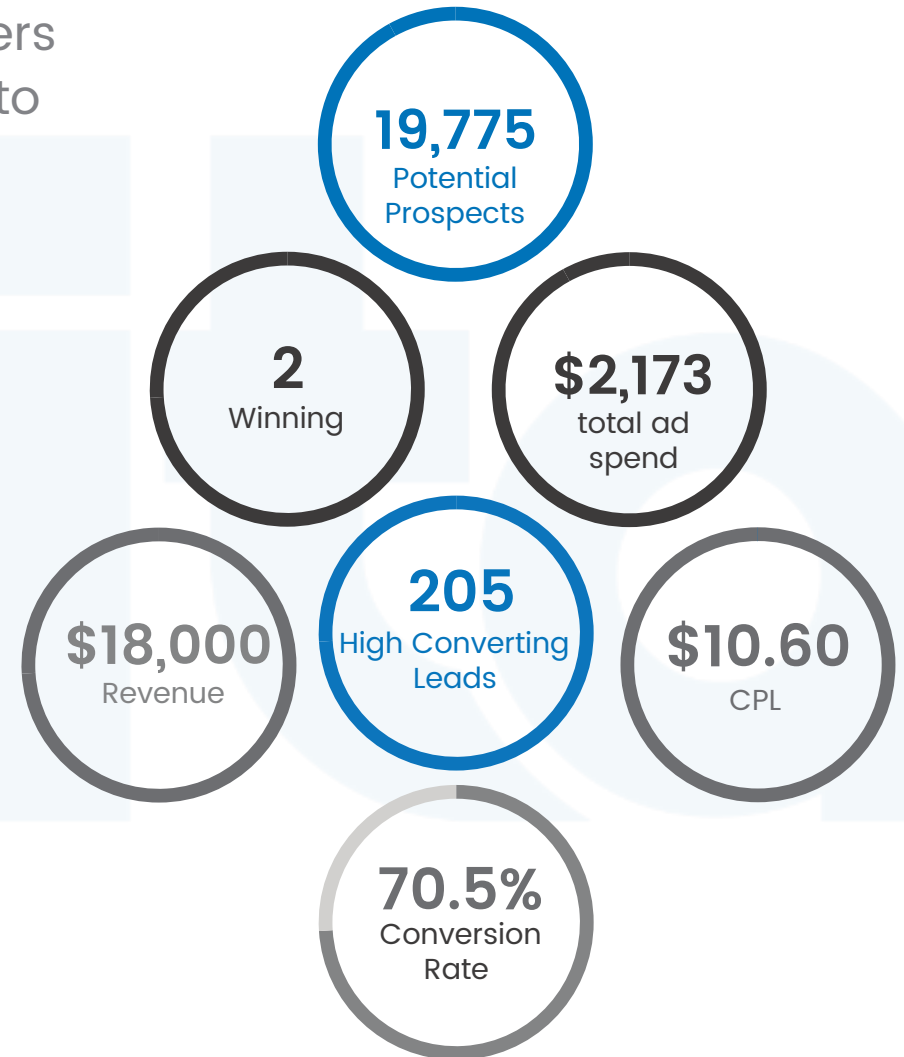
- + We worked with an initial budget of \$30/day, which we kept tweaking after reviewing the weekly results.
- + Our Ad Strategists ensured we were targeting the right audiences by collecting as much data available about the two different market segments our client was aiming to target.
- + With the data we collected, we created few high-quality audiences on Facebook. Meanwhile, our marketing team created fresh and engaging landing page copy for the client that was embedded with clear CTA's to navigate our audience through the process.
- + Our designers and copywriters created engaging assets and creatives to use for the TOF campaign we were to run for the client.
- + Based on our understanding of the client's business and industry, we defined measurable KPIs for an accounting firm.
- + We set up 3 ad sets and tested our target audiences in each ad set using 8 different creatives and 4 ad copies. Which had the biggest impact on the success of our campaign.

The Results



Just two weeks into the campaign and the results have started to pour in. The numbers we were able to achieve were impressive, to say the least.

- + We helped our client reach out to 19,775 potential prospects across his target locations with the help of our 2 winning ad sets.
- + With the total ad spend of \$2,173, we brought \$18,000 in revenue for our client.
- + Our 8 creatives and 4 ad copies collected 205 high-converting leads (form submissions) for the client.
- + Our TOF campaign hit the lowest CPL of \$10.60 for our





Client Intro

Client Intro - How a CPA Firm Achieved a CPL of 13.70 and the Desired Conversion Rate of 68 in Just 6 Weeks

For businesses that were reliant on regular face-to-face interactions, the pandemic has proven to be really rough. COVID restrictions have not only damaged supply chains but they've killed sales as well. Just recently, a client of ours, running an accounting firm, was going through a really amplified version of this financial misery that the pandemic has brought for businesses.

- + Unfortunately, soon after the pandemic hit, his business started bleeding cash as most of his clients discontinued their service contracts with him. Booking quality calls and adding new clients on board became a challenge with all the lockdowns and restrictions in place.
- + He soon realized that his existing approach of relying on referrals and industry connections to fuel the growth of his accounting business would not be sustainable anymore. So his executive team decided to connect with a digital agency that can help them use the power of social to win some high-converting leads.
- + Earlier in October 2020, our sales team at CANZ received a call from a local CPA firm that plans to hop onto the digital bandwagon and wanted our digital marketing gurus to manage the transition for them.

- + We set up a meeting with the client, sat down with his executive team to discuss everything in detail, and shared a plan that would help drive his business out of the slump.

*In the next 6 weeks that followed, we ran a TOF campaign for a total ad spend of **\$1,552**. That brought in a total of **\$10,500** in revenue for our client.*

*A whopping **676%** return on investment!*

- + Not only we helped him set up an effective landing page, but also efficiently integrate it with the Facebook Pixel to track results. We ran ads that reached out to 10,800+ potential prospects, collected 115 high-converting leads with the desired target of 68% conversion rate, and achieved a CPL of \$13.50.

How did we do that?

Read through our complete journey as we map out the exact steps to help our client get his business back on track:

The Challenge

- + To help our client win high-quality leads it was important to understand the user mindset. There were 2 major segments of the user base that we wanted to target for this CPA Firm. There are those who need our client's services for a specific purpose (filing tax returns, for example), and there are those that need more comprehensive service offerings. Small to medium-sized businesses that need full fledged management of payrolls, company audits, and tax calculations fell into the latter category.
- + It was important to understand the differentiating factors between the two audiences we were to target. Those that need one-time help from our client are likely to be more time-conscious and price-conscious. They want short-term results and are probably not interested in long-term association benefits. They are also more likely to be searching on their mobile devices.
- + Therefore, to cater to these two audiences, we had to customize the landing page for our client.
- + The client needed high-quality leads (form submissions) with a high conversion potential under \$100 CPL.
- + We had to evaluate each lead that filters through and optimize our ads for better lead quality for a higher conversion rate.



The Process

- + We started our process by setting up a landing page.
- + While our development team worked on the landing page, we started collecting as much information as possible about his ideal clients.
- + With the data we collected, we created few high-quality audiences on Facebook.
- + Our visual geniuses and copy wizards created engaging assets and creatives to use for the TOF campaign we were to run for the client.
- + Based on our understanding of the client's business and industry, we defined measurable KPIs for an accounting firm.
- + We set up 3 ad sets and tested our target audiences in each ad set using 8 different creatives and 4 ad copies.
- + We worked with a budget of \$30/day, which we kept tweaking after reviewing the weekly results.



The Results

- + We helped our client reach out to 10,845 potential prospects across his target locations with the help of our 2 winning ad sets.
- + Our 8 creatives and 4 ad copies collected 115 high-converting leads (form submissions) for the client.
- + With the total Facebook ad spend of \$1,552, we generated \$10,500 in revenue for our client's CPA firm.
- + Our TOF campaign hit the lowest CPL of \$13.50 for our client with the desired 68% conversion rate.

