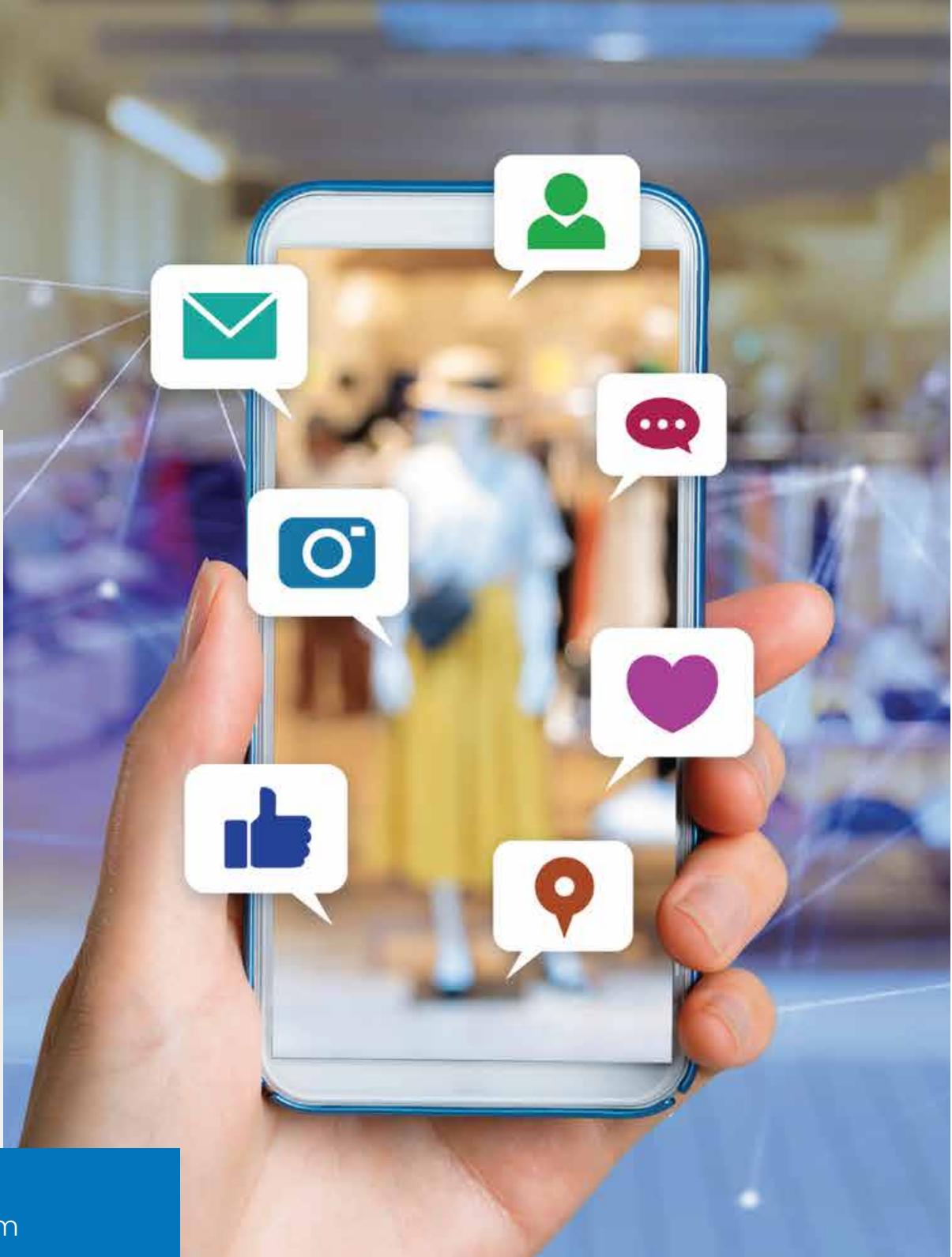


# Digital Estate Media Case Study

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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.



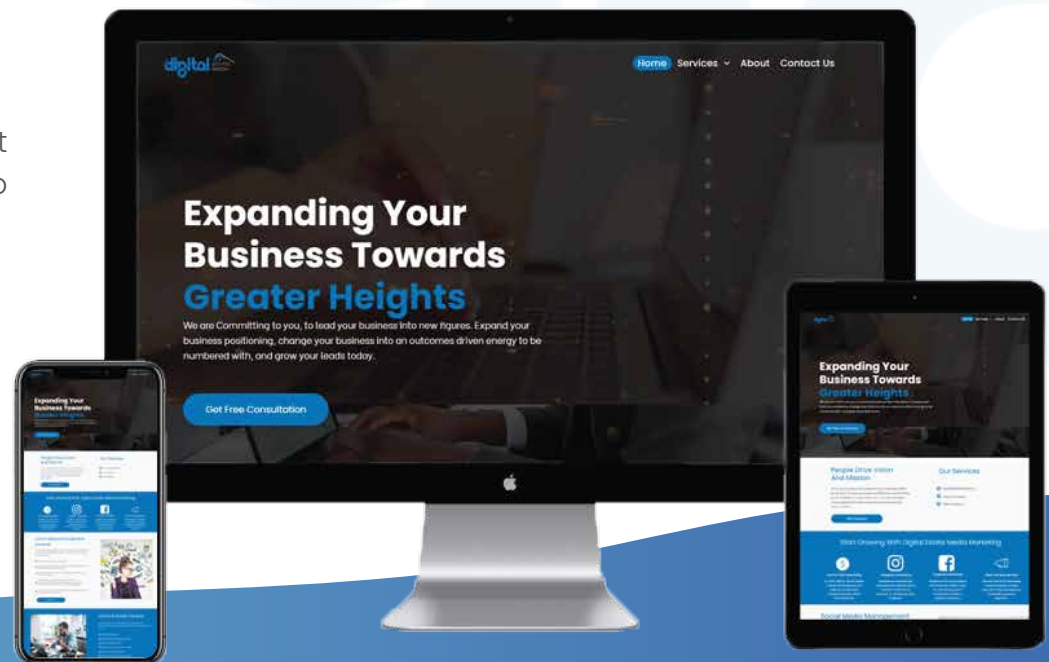
## Technology

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



# Client Intro

Client Intro – 160000 in Sales with a 16000 Ad spend 9.78X ROAS in a month using Facebook Ads

A US-based beauty store was struggling on all digital platforms and failing to generate business from its advertising efforts. We took over the entire account (Facebook Ads, Google Ads, Email Marketing, and SEO) and turned things around for them. Learn how!





# The Challenge

To get 2X+ ROAS using Facebook Ads.

## The Process

To get the results our client wanted to see, we:

- + Created a brand-new funnel from scratch.
- + Designed multiple new eye-catching creatives and ad copies.
- + Carried out CBO/ABO campaign testing.
- + Used 8 normal Lookalike Audiences and 2 LTV Lookalike Audiences.
- + Conducted 5 weeks of RFT testing
- + Paired the Facebook ad strategy with immaculately executed email marketing efforts.

# Client Intro

Client Intro - 164718 in Sales with a 16837 Ad Spend 9.78X ROAS in a Month Using Facebook Ads

This US-based beauty store was struggling on all platforms and wasn't generating business from its advertising efforts. We took over the entire account (Facebook Ads, Google Ads, Email Marketing, and SEO) and turned things around for them. Learn how!





# The Challenge

To get 2X+ ROAS using Facebook Ads.



## The Process

To get the results our client wanted to see, we:

- + Built a new funnel from scratch.
- + Designed multiple new creatives and ad copies.
- + Carried out CBO/ABO campaign testing.
- + Used 8 normal Lookalike Audiences and 2 LTV Lookalike Audiences.
- + Conducted 4-6 weeks of RFT testing.
- + Paired the Facebook ad strategy with immaculately executed email marketing efforts.

# The Results

- + The client sold 5000+ products.
- + \$164,718 were made in sales with an ROAS of 9.78X (ad spend: \$16,837)

*From Sep 29th, 2020,  
to Oct 28th, 2020:*





# Client Intro

Client Intro – 900000 in Facebook Sales with The Lifetime Spend of 200000

A Hair product store was struggling to get the attention of buyers, despite spending heavily on advertising. Learn how we turned things around for them through an immaculately executed Facebook ad strategy

# The Challenge

To get 2X+ ROAS using Facebook Ads.

## The Process

We highlighted the problems and formulated a potential winning strategy, which included:

- + Using Campaign Budget Optimization (CBO) at the top of the funnel to test out multiple audiences quickly.
- + Turning off all irrelevant campaigns that were draining the budget with no returns.
- + Creating dynamic ads addressing the pain points of the brand's customers.
- + Rigorously testing various combinations of ad copies and creatives to find the winning assets.



# The Results

The campaign achieved incredible results, the most prominent of which include the following:

- + 6 out of a total of 11 audiences produced over 5X ROAS.
- + The overall CBO ROAS came in at 9.66X.
- + The average CBO Cost Per Action was below \$30.
- + 12,500+ products were sold within 1 year.
- + A lifetime ROAS of 4.36X was achieved.



# Client Intro

## Client Intro Beauty Products

A Beauty Products Ecommerce Store Facebook Ads Case Study. A beauty products E-com store in NYC needed Digital Marketing Services to increase Sales. Learn how we turned around things for them.

Intro



# The Challenge

- + The client had been burned by another agency
- + The previous agency spent \$10K on Facebook ads without real results
- + We did not have any landing pages or offers to work with
- + The pixel data was all messed up as the agency was using their own pixel instead of client's pixel
- + We had 45 days to prove ourselves – the client was cautious after having burned in the past

# Our Strategy

- + The client had been burned by another agency
- + The previous agency spent \$10K on Facebook ads without real results
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- + We had 45 days to prove ourselves – the client was cautious after having burned in the past

# The Results

- + The results skyrocketed in the very first month
- + Free plus shipping cost per result was as low as \$5.40
- + ROAS even for freemium products was in positive because of the shipping charges
- + 900+ purchases recorded after the first month
- + Cost per purchase for core products was below \$8
- + ROAS for core products jumped to 10.64% just from Facebook ads
- + Email marketing conversion from a free product to core product was 37%
- + AOV was increased using bundle offers.

# Results

