



Facebook Advertising For A Wellness And Fitness Store Digital Estate Media Case Study

How A Wellness and Fitness Store Made 81,813 Ecommerce Sales with a 5.28x ROAS Using Facebook Ads



- + In 2017, Digital Estate Media worked with a multi-location medical spa in Austin, TX, to grow revenue, improve ads conversion rate, and book more procedures.
- + The spa offers a variety of non-surgical aesthetic treatments cutting across BOTOX, microdermabrasion, injectable dermal fillers, laser hair removal, laser skin resurfacing non-, surgical fat reduction, and tattoo removal.
- + “I just want to give credit to Digital Estate Media for their phenomenal social media campaigns. It’s been only 30 days since the activation of our campaign and we have driven over \$13,000 in revenue from the campaign alone. We have also recorded 80 new clients walk-in at two of our locations.” said the Spa Owner.



- + Before consulting Digital Estate Media, our client relied on organic SMM, radio campaigns, and referrals to generate substantial revenue and improve the number of monthly procedure bookings.
- + Texas has a large audience and which our client deemed to be resourceful. However, finding a creative way of reaching such a large audience for quality leads was challenging. In addition, the client was unsure which marketing strategy would help him mine his target audience.
- + After months of trying adjustments with the radio campaigns and referrals, the client's efforts bore no fruit. Finally, he knew he needed help reaching a wider audience and acquiring quality leads whose conversion would require a minimal conviction.
- + The client reached out to us when we were executing several Facebook ad campaigns that were already proving productive. Hence, we were confident of our strategy considering the client's challenges.



- + The client hoped Digital Estate Media would help them generate high-quality leads for their spa locations. However, he was unsure of the best approach since he had no fruitful experience with digital marketing strategies. He had tried Facebook Ads in vain.
- + We shared our Facebook Advertising strategy and the expected performance for consideration. The client gave us the go-ahead not longer than three days but only after our unflinching effort to make him understand how the strategy would work.
- + Eight weeks following our meeting, our client had reached out to over 60,000 potential prospects, gained 500 high-converting leads (procedure bookings) with the desired target of over 80% conversion rate, and achieved the lowest CPL of \$8.60.
- + Our total ad spends only \$4,300, but the results were incredible, and the client was over the moon for our unbeatable effort in seeing his dream come true.

A large, light blue, lowercase, sans-serif font spelling out the word "digital". The letter "d" has a cluster of small blue squares to its left, and the letter "o" has a white circle inside it.A large, light grey, uppercase, sans-serif font spelling out the words "ESTATE" and "MEDIA" stacked vertically. Above the text is a stylized house icon with a grey roof and a white chimney.

The Challenge

- + Our client wished to achieve 2X ROAS using Facebook Ads – something the brand had been trying to achieve for months in vain.
- + The client had a pre-existing website that was poorly designed and difficult to navigate. Also, the website had outdated information, and visitors found it difficult to trust the client's offering since there was nothing to prove credibility, such as customer feedback.
- + In addition, the client had discounted prices and offers for different locations, which were not reflecting on his website.
- + So we worked from scratch and designed landing pages that communicate their message and showcase location-specific discount offers for the customers.



- + We also embedded the landing pages with clear CTAs and integrated them with the Facebook Pixel to effectively target audiences across multiple locations and improve the conversion rate.
- + In addition, we examined the ad campaign data previously available on the client's ad account to identify the loopholes and cut down on unnecessary costs.
- + We worked on the ad copies and assets from scratch, from setting up the ad sets, target groups and descriptions to ensure generating quality leads while optimizing the ad budget.
- + The client needed high-quality leads (contact form submissions for appointment/service bookings) with a high conversion potential under \$30 CPL. The client's ad spend was underutilized, and the store spent most of the ad spend on traffic campaigns.




The Process

+ The first step to executing a successful Facebook ad campaign was auditing the client's accounts, updating and optimizing the profiles to capture the information about the client's offering and communicating the brand's tone and voice.

We Identified Three Main Opportunities To Exploit

- Campaign Budget Optimization
 - Designing new landing pages with easy navigation and
 - Clear CTAs Generating leads and potential customers
- + We developed buyer personas and identified the type of audience response to expect from different locations to optimize the ad performance.



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- A person in a dark suit is holding a smartphone. On the screen, a glowing white target icon with an arrow in the center is visible. The background is dark with some light spots.
- + Next, we gathered information about the client's ideal target audience, any previous comments or requests made by the audience or any available feedback that can help when executing the ad campaigns.
 - + From our findings, we designed a few optimized ad copies for our target audience, including lookalike audiences, to test our creatives and market the discount offers.
 - + Our visual geniuses and copywriters created engaging assets and creatives (including static images, GIFs, and videos) for both TOF and BOF, retargeting ad campaigns for the client.
 - + With target audience findings, we also defined measurable KPIs for our client's medical spa. We set up five ad sets and tested our target audiences using ten different creatives and five ad copies in each ad set.

+ Working with a daily budget of \$50/day, we tracked the performance every week to identify areas of adjustment.

+ However, we gradually increased the ad budget to \$90/day for scaling campaigns (Facebook recommends a 10-20% gradual increase in the budget so that the Algorithm doesn't get confused) to lower the cost per conversion.

In A Nutshell, Our Strategy Focused On Achieving The Client's Business Goals Through

- Turning off all irrelevant campaigns and launching a "Conversion" campaign, considering that the primary goal was increased sales.
- RFT testing to get quick winning assets
- Designing dynamic ads with engaging graphics and minimal, client-centric copy addressing the pain points of the brand's customers.
- Rigorously testing the Ad Copies

The Results

- + Our Facebook advertising efforts awarded the client over 60,000 potential prospects across their target locations with the help of our four winning ad sets.
- + Our ten creatives and five ad copies drove 500 high-quality leads (form submissions) for the client. Our TOF and retargeting ad campaigns hit our client's lowest average CPL of \$8.60, with the desired over 80% conversion rate.

