

Financial Advisor Case Study Digital Real Estates



How to capture more business with Facebook ads leads-Digital Marketing Agency

- + Marketing agencies (Amazon, Nike, and Alibaba) support many incredibly successful international businesses.
- + Initiating marketing to capture more businesses from Facebook ads is a brilliant idea that most financial advisors opt for in this generation. Our client is tired of his 9-5 routine; we will guide him in establishing the marketing agency and achieving his goal.
- + A Marketing Agency uses smart tactics and campaign execution to ensure that your brand and company are led in the proper direction.
- + Additionally, it will unquestionably direct you toward true success. To achieve clients' business objectives, we will implement and manage Facebook Ads.



- + programs, which are meant to get high-value agency leads within a limited advertising budget without any past data for our client.
- + To achieve the best results, we will be working closely with our client to identify the Facebook Ads marketing tactics that are the most successful.
- + At least he had some hope, if not strategy when he approached Digital Estate Media. But instead, he was frustrated by his failing efforts to obtain leads. As a result, he could not obtain a review for his services even after all the efforts invested in following up with his clients.
- + This guarantees the highest return on investment (ROI). Your brand may distinguish itself and reach relevant audiences with the help of a strong plan.
- + To maximize the effectiveness of each Facebook Ads marketing campaign, a marketing agency's responsibility is to identify the appropriate client demographics, gather data, and do data analysis.

- + Delivering the brand's core message in a way that fosters future leads is necessary for a campaign to be effective.
- + Employing a marketing agency will enable you to repeatedly ensure your client's Facebook Ads success because these businesses have strategy professionals adept at handling Facebook Ads campaigns.

To maintain a client's Facebook Ads campaign performing at its best, they can quickly switch up their methods.

The Process

- + When people build a new funnel from scratch, we notice that they want to delve into the interests and tailored audiences.
- + After coming up with this fantastic funnel idea, our client found out that he still lacked the creativity to fit his funnel. We then advised them to create a funnel backwards; we began with his content and worked forward.
- + We conducted a content assessment before beginning work with a client. We checked the content to see what it already has and what might be missing. The audit clarifies which funnel concepts can be launched right away versus those that call for content creation.
- + Audience Identification Find out your current audiences' makeup next. What size is your email list, for instance, if you have one? What kind of website traffic do you have?



- + This knowledge enables you to decide which data samples to utilize as a retargeting starting point. For example, the folks on your email list or those who filled out a lead form on your website might be used to build a lookalike audience.
- + People who have not been to your website or engaged with you in any way are known as "cold audiences." Due to a lack of past data, a cold audience can greatly fit your agency in the initial stages.
- + In addition, showing your advertisements to cold audiences helps in utilizing lookalike audiences or merely an impression because you have no idea who these people are or what you can offer them.
- + The choice of advertisements changes with time. Because the funnel has not been established, we initially spend most of our money targeting cold audiences. Finding those folks by yourself, you must do so. As a result, your expenditures on the funnel moderately increase with time.
- + His CTR would improve through reviews and continued customer engagement with informative content. Finally, for the leads already in place, reviews and content would instill confidence and trust and inform them why they should consider the client rather than their competitors.
- + We initiated a CBO campaign with at least three ad sets, considering that a few variables caused the budget adjustment.

- + Initially, we started with massive audiences, giving Facebook more room to optimize for the best results, while the chilly audience qualities are trustworthy only after casting a wide net. To spend more time communicating with his warm audience, we opted to cut back on the cold audience after building one.
- + The warm audiences eventually grow too large, so he must control his budget by capping the numbers with CBO campaigns. A sizable portion of his audience will have downloaded PDFs and watched 25% of six videos. Facebook allows individuals to retain their audiences for around 365 days, but one can save money by reducing that period.
- + Do not overwork yourself because you can only handle so much at once; this is our advice to our client. Start where you are, then move on to the next step by continually testing multiple new creatives and ad copies. Even if you do not have the time or resources, you are not required to test new front-end offers just because we do every month.

- + To keep the funnel full and the money coming in, we conducted 4-6 weeks of RFT testing for the agency to conceive a dynamic plan. To achieve his desired success, we had to adopt a lifetime learning philosophy and learn how to obtain more businesses for Facebook Ads by adapting our thinking and reinventing his business and ourselves.



The Results

- + You will not know what is working and what is not if you do not track the results of your advertisements. As a result, you are disregarding information that could help you increase leads and be able to manage to reel. For instance, for our client, we were able to manage 106 leads.
- + The Facebook Ads Manager makes measurement simple with the proper plan and equipment.
- + One drawback of the Facebook Marketing Suite that you may have heard about or experienced is that connecting marketing expenditures with conversions and sales might be challenging.



- + Your campaign goals will evolve as your company develops over time. As we ran campaign ads, we attained a minimal Cost Per lead of \$47, with a total ad spend of \$5,017 for our client, which is a good effort of our work.
- + Campaigns will switch from increasing awareness to acquiring customers. Facebook Ads are a marketing medium your business needs to be active and involved with, despite occasionally being tough to use.
- + Understanding the total economic value of your Facebook marketing efforts, including advertisements, organic posts, articles, and more, can be challenging.
- + The effectiveness of Facebook's measurement tools in capturing that entire value has improved and achieved a lead conversion rate of 90%!
- + After two months, we cleaned the list by removing emails from recipients that had not opened any of our emails.
- + In 6 months of working with this client, our average open rate rose to 23% and CTR to 10.4% (some emails don't have a CTA, just the valuable info).

