

A person is shown from the chest down, sitting at a wooden desk. They are holding a smartphone in their left hand and using their right index finger to tap the screen. The phone displays the Facebook mobile app interface. In the background, a laptop is open on the desk, showing the Facebook desktop website. A small potted plant is visible on the right side of the desk.

Facebook Advertising

For CPA Lead Generation Case Study

Digital Estate Media

How a CPA Firm Hit a CPL of 13.70 and the Desired Conversion Rate of Over 65% In Six Weeks

- + Businesses reliant on regular face-to-face interactions and business meetings to pitch their ideas were badly hit by the advent of COVID-19. COVID restrictions have damaged supply chains and drastically brought down marketing efforts.
- + Recently, one of our clients, who runs an accounting firm, was going through a really amplified version of this financial crisis that the pandemic has imposed on businesses.
- + Unfortunately, after the pandemic hit, his business experienced a drastic drop in sales revenue as clients discontinued their service contracts. In addition, booking quality calls and adding new clients on board became a challenge with all the lockdowns and restrictions in place.



- + With the desperation for quality leads that would drive more sales for his business, our client realized that his traditional approach of relying on referrals and industry connections to grow his accounting business was no longer sustainable.
- + Hence, there was a need for a new marketing strategy geared towards reaching the target audience wherever they are and in a language that motivates them to become part of his business.
- + After brainstorming with the business executives and the marketing team, they resolved to work with a digital agency that would advise and execute the best strategy for their ailing business.
- + The client suggested leveraging the power of social media to win some high-quality leads but shared his inevitable fears of the competitive market and declining numbers of his target audience on Facebook as a barrier to achieving his business goals.



- + Earlier in October 2021, our sales team at Digital Estate Media received a call from the client, who was planning to dive into the digital marketing space and wanted our digital marketing team to help in the transition since it was a new adventure for the client.
- + We planned a meeting with the client and sat down with his executive team to discuss everything in detail. Finally, we shared a plan to help drive his business out of the financial crisis they were experiencing.
- + At first, it was challenging to prove to the client how our strategy would help with his business needs, as most businesses were on the verge of giving up. The inflation rates were also alarming, and the fear of investing in digital marketing was overwhelming.
- + Adversity is the mother of invention, they say. So we have set up our marketing campaigns six weeks following our meeting to provide a unique solution. First, we ran a TOF campaign for a total ad spend of \$1,552.

- + Our Facebook advertising efforts awarded our client \$10,500 in revenue. An incredible 676% return on investment! We went out of our way to set up an effective landing page for our client and efficiently integrated it with the Facebook Pixel to track results.
- + In addition, we ran ads that reached out to over 10,800 potential prospects and collected 115 high-quality leads with the expected target of over 65% conversion rate and a CPL of \$13.50.

The Challenge

- + Our client had a broad base of his ideal target audience. Understanding the pain points of each user formed a basis for advancing our marketing efforts.
- + There were two major segments of the user base that we intended to target for this CPA Firm. Some needed our client's services for a specific purpose (filing tax returns, for example), and others needed more comprehensive service offerings.
- + Small to medium-sized businesses that need full-fledged management of payrolls, company audits, and tax calculations fall into the latter category. Therefore, it was significant to establish the difference between the two target audiences.



- + One-time customers are likely to be more time-conscious and price-selective. They want short-term results and may not be interested in the long-term association benefits of the business. Most likely, they are conducting their search from their mobile devices.
- + Each user category needed a specific ad set to address their pain point and offer a solution that motivates the audience to buy from the firm.
- + Therefore, we had to customize the landing page for our client to take care of the different target audience categories. Customizing the landing page would help narrow the target audience into two categories for simplicity, efficiency and convenience.
- + The client wanted high-quality leads (form submissions) with a high conversion potential under \$100 CPL. However, meeting his business goals was no mean feat and demanded a creative and innovative strategy.



The Process

- + Setting up a landing page for our client was the first step towards the long journey of driving more revenue. As our development team worked on the landing page, information gathering and research about our client's ideal leads was ongoing.
- + Putting our findings together, we set up our Facebook advertising campaigns to target a reasonable audience that manifests the qualities of the client's ideal leads.
- + Our visual creatives and copy wizards created unique and engaging ad copies and creatives in readiness for the TOF campaign we were to run for the client.





- + We defined the business metrics for an accounting firm based on our findings of the client's business process, audience characteristics and industry requirements.
- + Also, we evaluated each lead that filtered through and optimized our ad copies for better lead quality and conversion rate.
- + In addition, we invested in audience engagement to ensure that responses are given within the shortest time possible to encourage audience involvement. Engagement with the audience would instill confidence and a sense of trust and credibility in our client's business.
- + Setting up three ad sets, we tested our target audiences using eight different creatives and four ad copies in each ad set. Next, we set our daily budget to \$30, which we kept adjusting after reviewing the weekly ad performance results.

The Results

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

