

Facebook Advertising For Accountant Campaign

Digital Estate Media Case Study



How an Accounting Agency Achieved 400+ Leads In 14 Weeks With 4 Ads

- + In response to the COVID-19 crisis, brands worldwide started hibernating and dramatically slashed their budgets across every form of media, including digital marketing. Things got even worse as the fear of losing customers and businesses kicked in.
- + Sustaining businesses was challenging. Every business, from Facebook to Snapchat and Google, witnessed huge drops in ROI for advertising campaign budgets. In addition, 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 the in-person meetings. As a result, I am not planning to book 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.
- + The client mostly generated business leads through his industry contacts and referral. When the pandemic hit, things turned upside down for him. He had no choice but to find an alternative way to market his business and win more clients from online advertising.
- + So, the client invested most of his time researching advertising options and settled on seeking help from an experienced digital marketing agency. After thorough online research, he shortlisted a few digital marketing agencies based in America.



- + Convinced from reading a few of our online reviews, he decided to connect with our team in 2020 to generate high-quality leads for his business with Facebook Ads. Although he was unsure how that would happen, we did it.
- + In the 14 weeks following our meeting, we helped him reach out to over 23,000 potential prospects and collected 467 high-quality leads with the expected 72% conversion rate target. We also hit the lowest CPL of \$9.60 in a total ad spend of \$4,483.
- + With such a profound achievement, Digital Estate Media awarded the client \$38,500 in revenue. That's an 858% return on investment!

The Challenge

- + The client had zero experience running digital ads, so he was skeptical about the results we could achieve for him using the power of Facebook advertising. In addition, he was concerned about the declining audience reach on Facebook and the CTR.
- + In addition, he was afraid the competition for accountant leads was quite high, and it was difficult convincing him how we could optimize his ad copies to ensure that his ads are visible to users whenever they search for services or products relevant to his business.



+ The client also mentioned that Facebook is no longer a platform for the majority and that many people are transitioning to LinkedIn and Instagram, even though his target audience was more active on Facebook.

+ So, we had to devise a creative way for him that would restore his faith in Facebook Ads and help him get his business back on track. Hence, we had to work on the creatives and assets from scratch and had little time to experiment and find the winning elements.

+ Also, the client needed high-quality leads (form submissions) with a high conversion potential under \$100 C, which could only be achieved with a well-thought strategy.

The Process

- + In order to design the best-performing ads, it was prudent to understand the client's advertising needs cutting across his target audience. So, we started our process by gathering as much information as possible about his ideal clients.
- + We were also trying to understand when the client's target audience is most active online, the age set, regions of residence, gender, career and where else the audience might be residing apart from Facebook.



- + We defined measurable KPIs for an accounting firm based on our findings of the client's business and industry. We worked with an initial budget of \$30/day, which we kept tweaking after reviewing the weekly results based on the metrics tracked.
 - + We targeted a few high-quality audiences on Facebook with the data we collected. In addition, our visual geniuses and copy wizards created engaging assets and creatives for the TOF campaign we were to run for the client.
 - + We set up four ad sets and tested our target audiences using eight different creatives and four ad copies in each ad set, which massively impacted the success of our campaign.
- + Also, we ensured the ads were optimized from descriptive ad copies to engaging ad titles and motivating calls to action. We targeted specific locations and categories and adjusted them according to ad performance for optimal results.
 - + We were expecting a new audience reach, quality leads and an improved CTR by targeting and retargeting based on Facebook analytics for the performance of the ads. Owing in mind that the client was previously relying on referrals, the results were incredible.

The Results

- + Our visual creatives and copy wizards created engaging assets and creatives for the TOF campaign we were to run for the client. We helped our client reach 23,803 potential prospects across his target locations with the help of our three winning ad sets.
- + With a total ad spend of \$4,483, we brought \$38,500 in revenue for our client. In addition, our eight creatives and four 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. Interesting! Right?
- + With the fast-paced business dynamics, sticking to one way of reaching your target audience and generating leads can be limiting. However, sustainable businesses will always find a way of generating leads regardless of the circumstances.
- + Did anyone ever think online advertising on Google and Facebook could increase demand more than referrals? Traditional marketing strategies still work but cannot compare to technology-driven marketing strategies such as Adwords.
- + If you feel you are running out of options for generating leads for your business, you probably haven't met the right advertising company or agency to help. Most marketing agencies and companies have mastered the art of advertising for optimal ROI.

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 small white square inside it.A large, light blue, uppercase, sans-serif font spelling out the words "ESTATE MEDIA". Above the text is a stylized house icon with a blue roof and a white chimney.