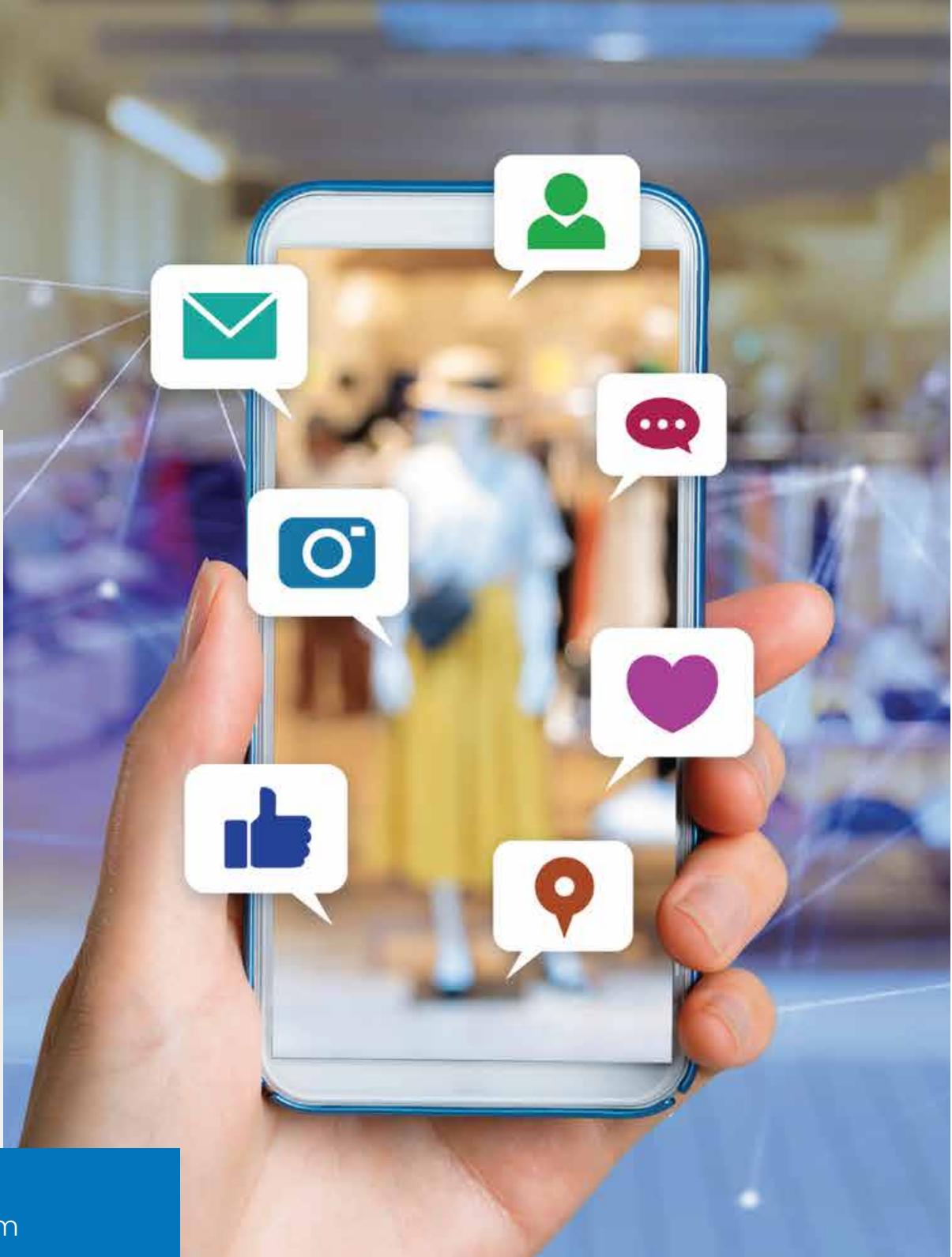


Digital Estate Media Case Study





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.



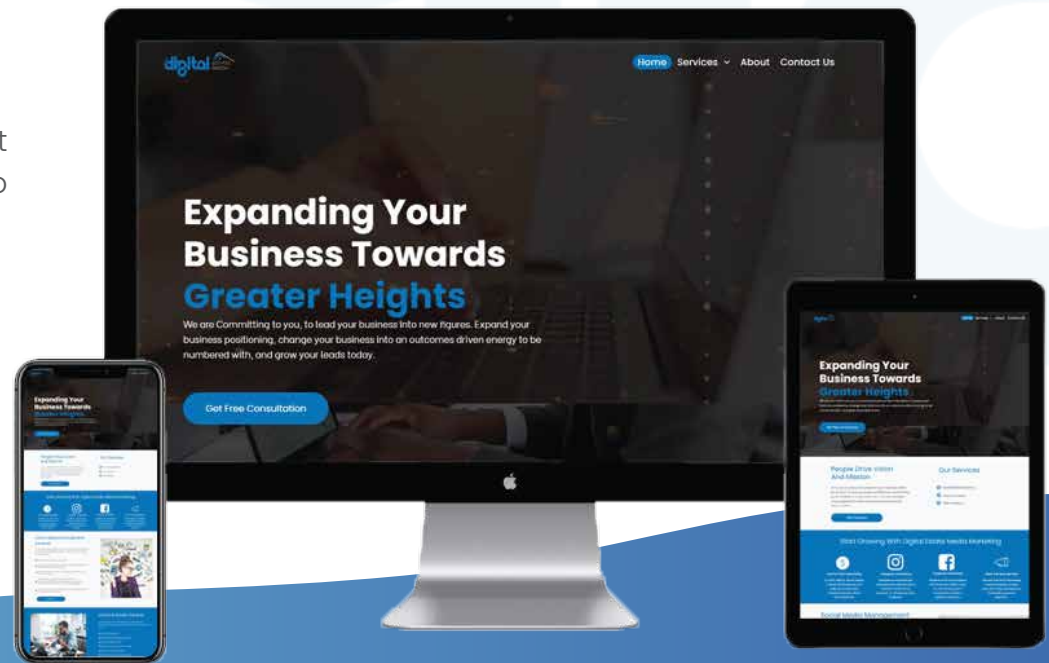
Technology

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.



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 – 60 Home Contractor Leads with a Lifetime Spend of 2900

A home contractor was finding it hard to attain leads through his Facebook Ad efforts. Read about how we took the reins and managed to draw in a substantial amount of leads while staying within a limited advertising budget.



The Challenge

To bring in B2B leads/scheduled calls at a Cost Per Lead under \$100 with winning audiences and assets.

The Process

To drive the results we wanted to see, we

- + Initiated a TOF campaign with 3 ad sets through extensive research and experience.
- + Started with a daily ad spend budget of \$30, gradually increasing it to \$40 per day.
- + Made use of 8 different creatives and 4 varying ad copies.



The Results

Here is what we achieved for
the client

- + 60 leads/scheduled calls in all
 - A Cost Per Lead of \$48.54, less
- + than half of the initial target of \$100
- + 2 out of 3 ad sets that ended up performing well
- + 2 winning creatives and 2 winning ad copies

Client Intro

Client Intro 63 Home Contractor Leads with a Lifetime Spend of 2700

A home contractor needed leads for his business and was struggling to meet his goals using Facebook ads. We took charge and helped him turn things around in no time at all.



The Challenge

To get B2B leads for less than \$100 per lead.

To help the client achieve his goals, we

- + Began a TOF Facebook ad campaign with 3 ad sets.
- + Started off the ad spend budget at \$30 per day and slowly increased it to \$40 per day.
- + Used a combination of 4 ad copies and 8 creatives, perfectly designed to speak to the brand's customers.

Once the previous ad sets had stopped working, we tested 3 new ad sets, one by one.



The Results

Results	Reach	Imperssions	Cost per Result	Amount Spent
32 Leads	38,152	67,581	\$41.44 Per Lead	\$1,326.03
24 Leads	26,592	48,025	\$42.11 Per Lead	\$1,010.61
5 Leads	436	4,440	\$39.46 Per Lead	\$197.29
1 Lead	3517	4560	\$94.97 Per Lead	\$94.97
1 Lead	4,149	5,575	\$97.27 Per Lead	\$97.27
- Lead	541	613	- Per Lead	\$9.57
63 Lead	64,064	130,795 Total	\$43.42 Per Lead	\$2,735.74 Total Spent

We Managed To

- + Attain a total of 63 leads/scheduled calls.
- + Achieve a Cost Per Lead value of \$48.54, which was much lower than the desired target of \$100.
- + Get 3 ad sets that worked well out of a total of 6.
- + Identify 3 winning creatives and ad copies each.



A photograph of two men in business attire. The man on the right is pointing at a tablet held by the man on the left. They are both looking at the screen with interest. The background is a blurred office setting.

Client Intro

Client Intro – 106 Financial Advisor Leads within 3 Months of Targeting A Cold Audience

A financial advisor, tired of his 9-5 routine, recently started a marketing agency to capture more business from Facebook Ads. Let us show you how we helped him do it!

The Challenge

To get high-value agency leads within a limited advertising budget without any past data.



The Process

To achieve the numbers we were looking for, we

- + Built a new funnel from scratch.
- + Focused on cold audiences (due to a lack of past data).
- + Kick started a CBO campaign with at least 3 ad sets.
- + Started off with massive audiences, giving Facebook more room to optimize for the best results.
- + Continually tested multiple new creatives and ad copy.
- + Conducted 4-6 weeks of RFT testing.



The Results

From 14th Oct 2020 to 11th Jan 2021, we

- + Managed to reel in 106 leads.
- + Attained a minimal Cost Per lead of \$47, with a total ad spend of \$5,017.
- + Achieved a lead conversion rate of 90%!

