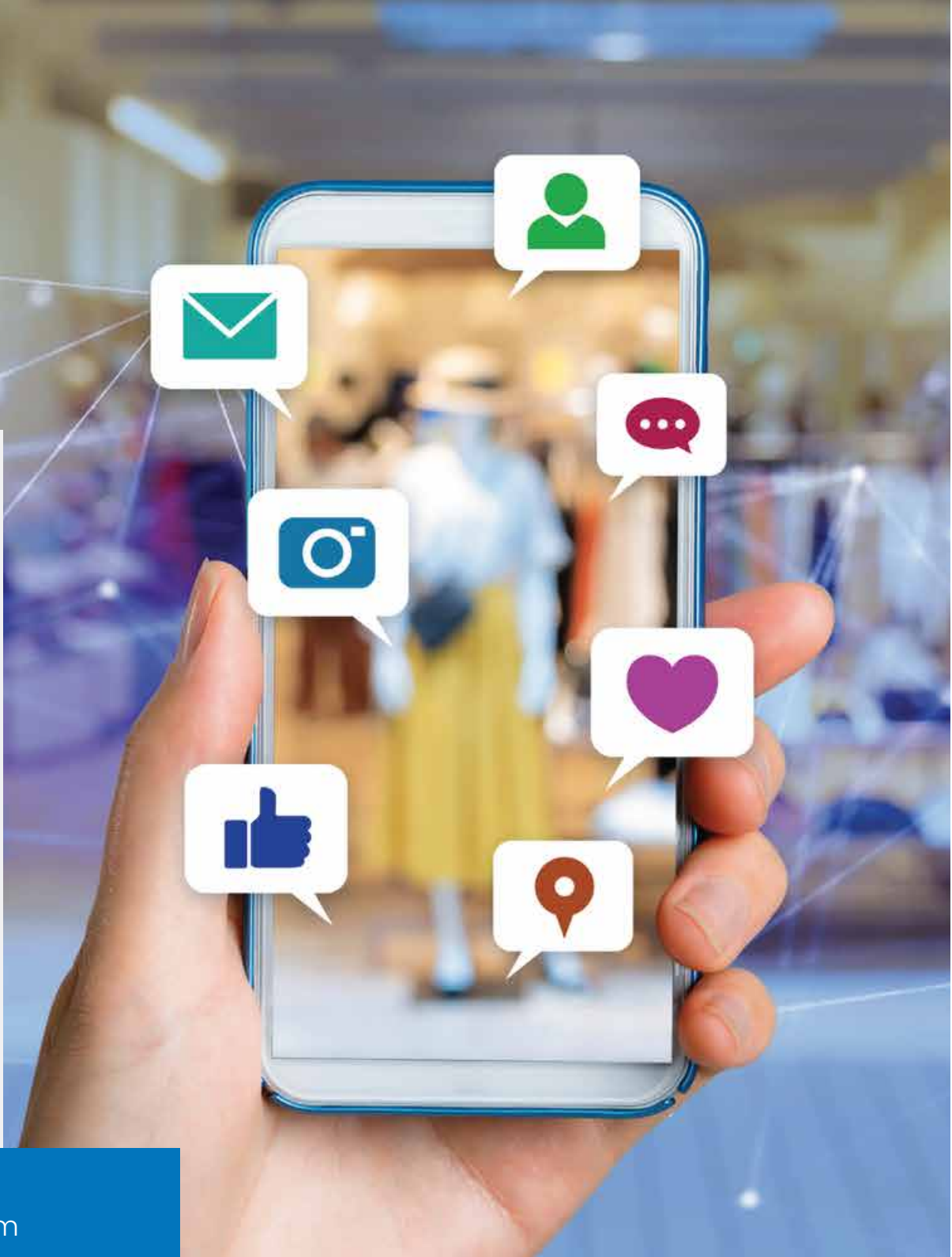


# Digital Estate Media Case Study

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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.



# digital

# Estate Media

## Marketing Measurement

- ✓ Social Media Marketing
- ✓ Google Ads
- ✓ Tik Tok Ads
- ✓ Facebook Ads
- ✓ Email Marketing
- ✓ LinkedIn As A Service (Lead Generation)



# 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 15 Financial Advisor Leads with the use of look a likes.

This financial advisor wanted to scale his business to new heights but gave us a minimal budget to play with. Here's how we helped him scale even with the limitations he set:

## The Challenge

To increase the number of B2B leads with winning audience & assets



# Intro

# The Process

- + Given the low budget we were promised, we decided to play safe and restrict our scope of experiments.
- + Therefore, we decided to use lookalikes of highly converting audiences, tested against the new audience we created out of our research.
- + With a limited number of previously winning ad copies and creatives, our CBO worked really well at TOF.
- + The daily ad spend was set at \$30/day



# The Results

Results	Reach	Impressions	Cost per Spent	Amount Spent
18 Leads	13,028	19,133	\$24.71	\$444.73
18 Leads	309	360	360	\$7.64
18 Leads	13,028	1,719	1,719	\$23.23
<b>18 Leads</b>	<b>14,732 People</b>	<b>21,212 Total</b>	<b>\$26.42 Per Lead</b>	<b>\$475.60 Total Spend</b>

- + Within a short period of 2 weeks, we got a highly converting lookalike audience against all the rest at CPL under the desired target of 73.58%.
- + 1 out of 3 adsets worked well with the same set of audiences, winning all the 18 leads within 2 weeks.



# Client Intro

Client Intro 100 Financial Advisor Leads within 3 Months of Targeting a Cold Audience

A financial advisor, tired of his 9-5 routine, 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-ticked agency leads within a limited advertising budget and without the help of 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 substantially large audiences, giving Facebook more room to optimize for the best results.
- + Continually tested multiple new creatives and ad copies designed to appeal to potential customers.
- + Conducted 4 weeks of rigorous RFT testing.



# The Results

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

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

