

Leveraging



Facebook Advertising For Lead Generation—Digital Estate Media Case Study



How A US Based CPA Firm Exceeded Its 70% Conversion Rate Goal in 4 Months



“ We have witnessed incredible results, including 200% growth in organic traffic, a 90% increase in high-quality lead generation, and hit the lowest CPL ever of \$8.70. Communication is great with Digital Estate Media. They are reliable and able to provide in-depth answers, and their turnaround is exceptionally fast. ” –Says our client, who owns one of the fastest-growing CPA Firms in the USA today.

- + our client’s advisory CPA Firm was founded in the late ’90s, with its headquarters in Illinois. The business has been doing well until recently, when it proved difficult to drive new leads to their business through calls, lead forms, and applications.
- + Traditionally, Google AdWords has been a reliable source of quality accounting leads for our client. However, recent changes to the marketing dynamics of the accounting industry and increased competition as there are many new entrants in the market.



+ Realizing that their current marketing strategy of using Google AdWords to fuel business growth would not be sustainable forever. In addition, it was difficult to obtain a ROI for the efforts invested in the ad campaign, which was difficult to explain.

+ Tracking business metrics to inform adjustments on the ad copies was also challenging. **“The Google Analytics we are having cannot tell much of what our target audience is looking for,”** said the client.

+ So the executive and marketing team at our client’s CPA Firm decided to consult Digital estate Media for advice on the way forward.

+ We had similar experiences with other clients, so our client’s story wasn’t surprising. However, even with similar experiences, the target audiences for the clients were different. And part of our responsibility is understanding that there is no one-size-fits-all.

+ Hence, we knew that our client needed a creative and unique strategy for his business goals, which we were ready to offer.

They were not only limited to reaching out to the masses and engaging researchers interested in tax, audit, and wealth management services but also wanted to have a full marketing copy that would help them to:

- Target their entire marketing segments (individuals and companies)
- Generate high-quality leads under \$100 CPL by the start of the next quarter.

- + We had a tight timeframe, and the expectations were high, considering that the client had also tried Google Adwords. That means we had to find out why the Google ad words were no longer meeting expectations for a successful strategy.
- + Again, it was prudent for us to make every dollar count for our client since his experience with Google advertising was disappointing.
- + Interestingly, with a total ad spend of \$4,359, we generated \$47,595 in revenue, collected 501 highly qualified leads, and achieved a 74% conversion rate.
- + The results of our effort were impressive and beyond our expectations. Our ads achieved the lowest cost per lead (CPL) of \$8.70, and not just that, we managed to reach out to 28,000+ potential prospects across the US for our client's firm.



The Challenge

- + With new and competitive businesses challenging our client's marketing efforts, there was an alarming decrease in ROI. Relying heavily on Google AdWords for his business, Facebook Advertising was a new arena for our client to explore.
- + Our client had no prior experience with Facebook advertising. But he had information on failed attempts at Facebook advertising from his friends and people he reached out to for advice.
- + “If Google Adwords are no longer productive for your business, what makes you think that Facebook advertising will work for you,” said one of the client’s competitors.



- + It was, therefore, difficult to convince our client that Facebook advertising was a sure bet for his marketing goals.
- + Brainstorming our strategy for quick opportunities formed a basis for our marketing strategy. We had to identify ways of optimizing the marketing campaigns for the target audience by narrowing it to the ideal lead for our client.
- + Considering the limited timeframe, we worked on the creatives and assets from scratch, experimenting to find the optimal elements. The client wanted high-quality leads (form submissions) with an improved conversion potential under \$100 CPL.
- + In addition, even though we understood our client's target audience from our research, getting leads that convert can be challenging. Hence, our strategy incorporated expected dynamics and how to cope with them.

The Process

- + Getting started with Facebook advertising for our client demanded going over and above our marketing efforts. We audited our client's Facebook, and Google accounts to find new opportunities.
- + For a successful ad campaign, we also optimized the Facebook profiles for our client. From updating the business description to activating dormant accounts. Optimizing Facebook profiles would enhance credibility and promote the understanding of the client's business.

The auditing exercise presented three main areas of focus:

- Ad Copy Testing
 - Campaign Budget Optimization
 - Embedding landing page with clear CTA's
- + We worked with an initial budget of \$30/day, which we kept adjusting after reviewing the weekly ad performance results. This helped lower the cost per conversion.
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- + In addition, we took into account the target audience's reactions and comments, engaged them and addressed their concerns in the shortest time possible, instilling trust and confidence in our client's business.



The Results

- + Our advertising efforts awarded the client 28,210 potential prospects across his target locations with the help of our three winning ad sets.
- + We ensured our ad copy not only spoke about the client's products and benefits but was also tailored to each set of keywords in a way that would attract searchers to click our ad over competitors.
- + With a total ad spend of \$4,359, we brought \$47,595 in revenue for our client. In addition, our eight creatives and four ad copies collected 501 high-converting leads (form submissions) for the client.
- + Our TOF campaign hit the lowest CPL of \$8.70 for our client with the desired 74% conversion rate

