

# CASE STUDY

FACEBOOK ADS



Macaron Manufacturing Company

# OVERVIEW



## OVERVIEW

Over a two-month period, a Macaron Manufacturing and Distribution Company embarked on a strategic initiative to elevate its brand visibility, online presence, and revenue streams, both digitally and at physical retail outlets. The Awareness Stage aimed at broadening the customer base and increasing website traffic through captivating single image and video ads.



## ABOUT THE CLIENT

A Macaron Manufacturing and Distribution Company specializes in creating macarons with a unique selling point of relatively low sugar and sodium content.



## PROBLEM STATEMENT

The company faced challenges in creating a successful eCommerce conversion campaign. They needed to maintain a Return on Ad Spend (ROAS) and build brand awareness.

# GOALS

The primary goals were to increase brand awareness, enhance online visibility, and boost revenue streams both online and at retail locations. The project was executed over a period of 2 months.



# STRATEGY

## THE CAMPAIGN RAN FOR 24 MONTH

The strategy covered key stages of the customer journey: Consideration, Conversion, and Awareness. Initially, focus was on converting prospects to leads using varied ads. Then, tailored ads aimed to convert leads to customers. Lastly, ads aimed at broadening the customer base and increasing website traffic.


Engaging copy like "These aren't weird Oreos! (They are a million times better!)" significantly boosted engagement and sales.



# BEST PERFORMING ADS

The best-performing ads were static conversion ads with actionable copywriting.

These aren't weird Oreos! (They are a million times better! See More




**Join our culinary adventure!**  
Buy Handmade French Macarons...

SHOP NOW

Like Comment Share

These aren't weird Oreos! (They are a million times better! See More



**French Mix Inspired**  
French Mix Includes...

SHOP NOW

Like Comment Share

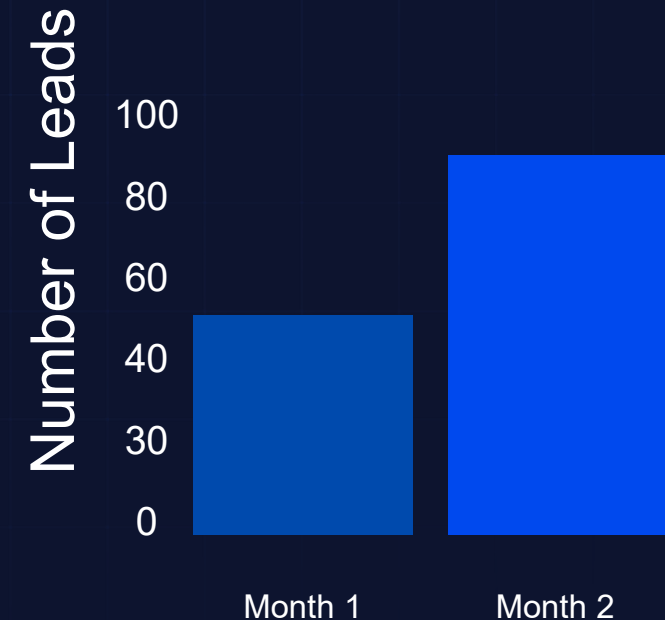
# DETAILED RESULTS

With a \$2,000 monthly budget targeting U.S. customers, the campaign achieved the cost per lead of \$28.54, generating 50 leads.

By the second month, the cost per lead dropped to \$9.97, with the number of leads increasing to 92.

## FINAL OUTCOME

The final outcome was: the cost per lead was significantly reduced from \$28.54 to \$9.97.



Budget: \$2000 Per Month  
Location: United States



# CONCLUSION

The multi-phase strategy effectively nurtured the audience, gradually warming them up to the product. By the time the audience reached the final phase, they were ready to purchase, resulting in a high ROAS and increased brand awareness.

This case study exemplifies the effectiveness of a structured and phased approach in digital marketing campaigns, particularly in the eCommerce sector.

