

# CASE STUDY

FACEBOOK ADS



Video Marketing Education Company

# OVERVIEW



## OVERVIEW

This case study illustrates how a video marketing education company effectively employed Facebook Ads to enhance lead generation efforts, achieving remarkable results within a concise timeframe of 2.5 months.



## ABOUT THE CLIENT

Our client is a video marketing education company that teaches video professionals how to use video marketing to enhance their income and grow their businesses.



## PROBLEM STATEMENT

Their significant challenge is creating an audience that would generate quality leads interested in their services.

# GOALS

Our goal was to attract video professionals who would opt-in as leads by submitting their information. We needed to create a marketing funnel to generate these leads effectively and efficiently.



An illustration of two black chess pieces, a king and a rook, positioned on a colorful, abstract base. The king piece is on the left, and the rook piece is on the right. The base consists of several overlapping, semi-transparent shapes in shades of blue, pink, and orange. The entire scene is set against a dark blue background with a subtle grid pattern.

# STRATEGY



## THE CAMPAIGN RAN FOR 2.5 MONTHS

Over the course of 2.5 months, the campaign generated 227 leads at a cost per result (CPR) of \$3.01, showcasing the efficacy of precise targeting and strategic use of video ads. This involved testing various targeting combinations on Facebook and Instagram to enhance lead generation while reducing the cost per acquisition (CPA).


Adaptations included favoring video creatives, alongside the utilization of remarketing and lookalike audiences to further optimize lead generation efforts.

# BEST PERFORMING ADS




The best-performing ads were video ads with carefully researched targeting and actionable call to action.





 



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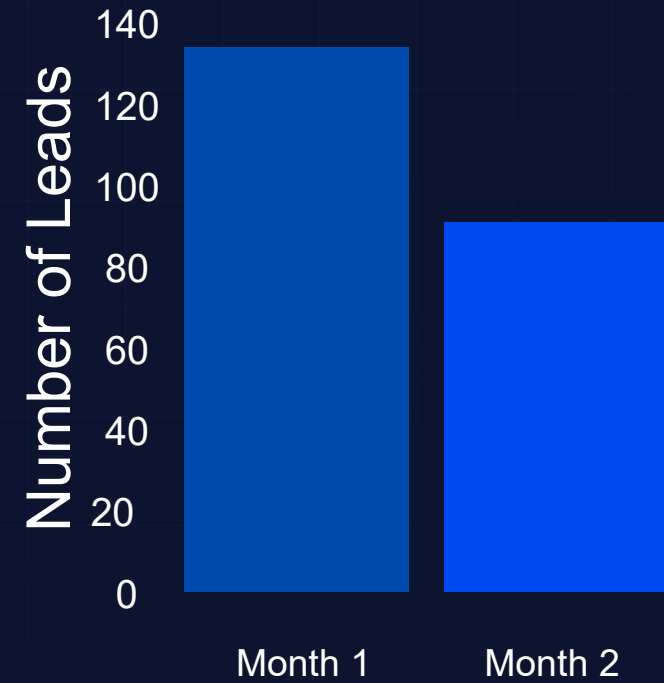
# DETAILED RESULTS

**By the end of the campaign, we achieved a remarkable 227 leads at a CPR of \$3.01.**

Our client experienced a notable increase in leads month over month: 126 leads at a cost per lead (CPL) of \$2.56 in the first month, and 85 leads at a CPL of \$3.65 in the second month.

## FINAL OUTCOME

The result was an impressive total of 227 leads in just 2.5 months, proving the success of our tailored approach.



**Budget:** \$500 Per Month  
**Location:** UK, Australia, Canada, Ireland, New Zealand, USA

# CONCLUSION

With a budget of \$1,500 per month, the Florida-based campaign generated 30 leads at \$37.16 per lead during 3 months, totaling 67 leads.

This case study demonstrates the effectiveness of targeted Facebook advertising campaigns in driving leads and expanding the online presence of a new business.

