

CASE STUDY

FACEBOOK ADS



Direct Mail Marketing Company

OVERVIEW



OVERVIEW

Discover how a direct mail marketing service transformed lead generation for tree care companies through a strategic overhaul of their Facebook and Instagram ad campaigns.

Over a period of 3 ½ months, this case study explores the challenges encountered, strategies implemented, and the remarkable outcomes achieved.



ABOUT THE CLIENT

The client, a direct mail marketing company specializing in lead generation for tree care companies.



PROBLEM STATEMENT

Generating leads for tree care companies through Facebook and Instagram conversion ads presented a significant challenge.

GOALS

The primary goal was to sell direct mail marketing services to tree care companies using Facebook and Instagram, with a secondary goal of optimizing cost per lead (CPL) and maximizing lead generation.

The campaign started with targeting based on interests, job profiles, age, and gender using Facebook and Instagram conversion ads with a tracking pixel.



STRATEGY

THE CAMPAIGN RAN FOR 3 MONTHS

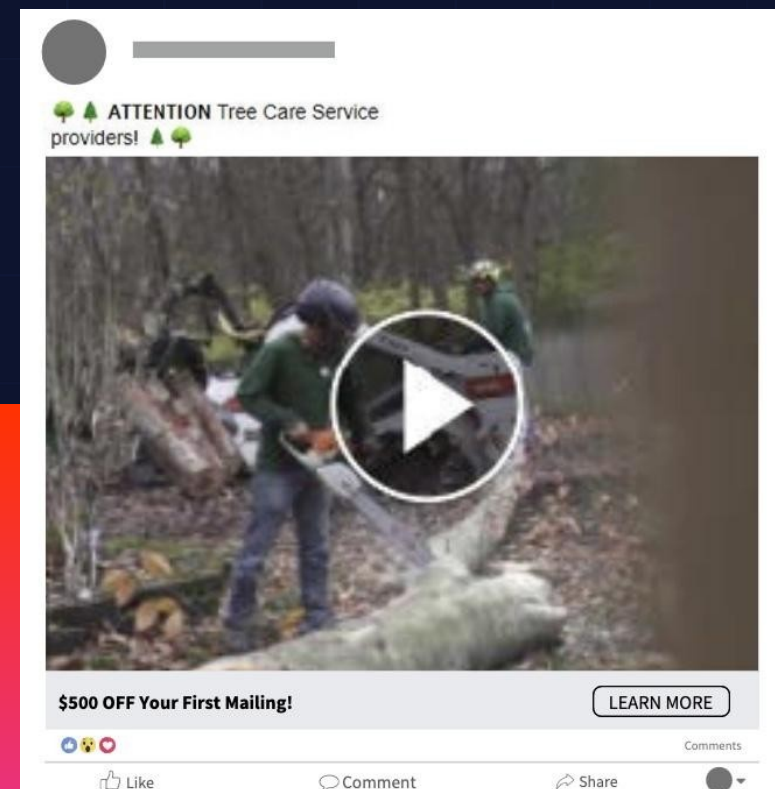
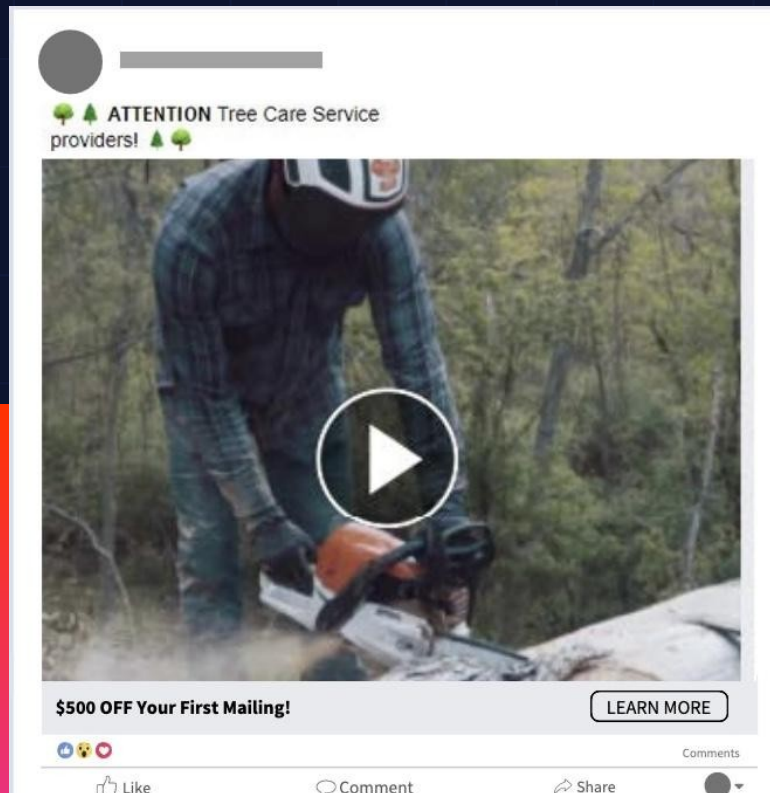
The primary aim was to market direct mail marketing services to tree care companies through Facebook and Instagram channels, while concurrently optimizing cost per lead (CPL) and maximizing lead generation efficiency.

The team applied continuous optimization of landing pages, coupled with strategic deployment of remarketing and lookalike audiences, aimed at boosting lead generation efficiency and curbing CPL.



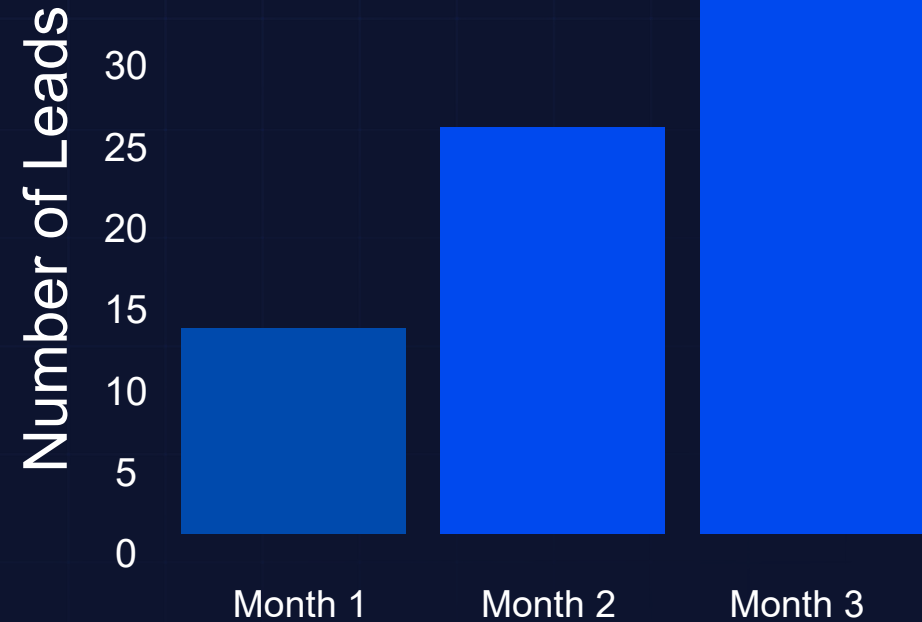
BEST PERFORMING ADS

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



DETAILED RESULTS

Through strategic campaign optimization and targeted audience engagement, the direct mail marketing company achieved a staggering 418% increase in leads, marking a significant milestone in their lead generation endeavors.



FINAL OUTCOME

The campaign successfully achieved a 418% increase in leads through strategic Facebook and Instagram ad optimization.

Budget: \$500 Per Month
Location: United States

CONCLUSION

Through strategic targeting, optimized ad campaigns, and efficient use of data, the company successfully generated 166 leads at a CPR of \$8.88.

This represented a 418% increase in lead generation from the first to the second month, showcasing the power of a well-executed digital marketing strategy.

