

CASE STUDY

FACEBOOK ADS



Wellness Workshop & Retreat

OVERVIEW



OVERVIEW

This case study details a highly successful Facebook Ads campaign executed for a client specializing in organizing retreat and workshops for aspiring facilitators. The campaign, which ran for 3 months aimed to significantly increase leads at the most effective way possible.



ABOUT THE CLIENT

Our client, is dedicated to helping aspiring retreat facilitators share an adventure that lasts a lifetime. They offer workshops and retreats aimed at nurturing and guiding new facilitators.



PROBLEM STATEMENT

The main challenge was to create a targeted audience to generate quality leads of aspiring retreat facilitators interested in our client's workshops and retreats in a very short span of 3 month.

GOALS

The objective of the project was to generate leads of aspiring retreat facilitators who would opt-in by submitting their information, effectively increasing our client's database of potential new participants.



STRATEGY

THE CAMPAIGN RAN FOR 2 MONTHS

We targeted interest groups related to wellness, mindfulness, personal development, and adventure on Facebook and Instagram, developing initial creatives to appeal to these interests. Campaigns were launched using researched audience profiles, with performance enhanced through remarketing and lookalike audiences.



BEST PERFORMING ADS

The best-performing ads were static image ads with carefully researched targeting. Remarketing and lookalike audiences were applied, leading to optimized creative performance.

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Are you a successful woman feeling trapped in a creative standstill?
Reignite your creative spark at the Goddess Building Workshop hosted by ()!

📅 When: Sept 16- Sept 22nd, 2024...



7 Days & 6 nights all-inclusive curated art & nature workshop for artistically inclined women

- + Onsite & Offsite lodging available
- + High-quality, healthy meals
- + Hands-on guidance & tools
- + Optional off-site excursions
- + Personalized gift bag

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DETAILED RESULTS

Generated 172 leads at a CPL (Cost Per Lead) of \$8.17 through continuous A/B testing, with static images performing better than videos.

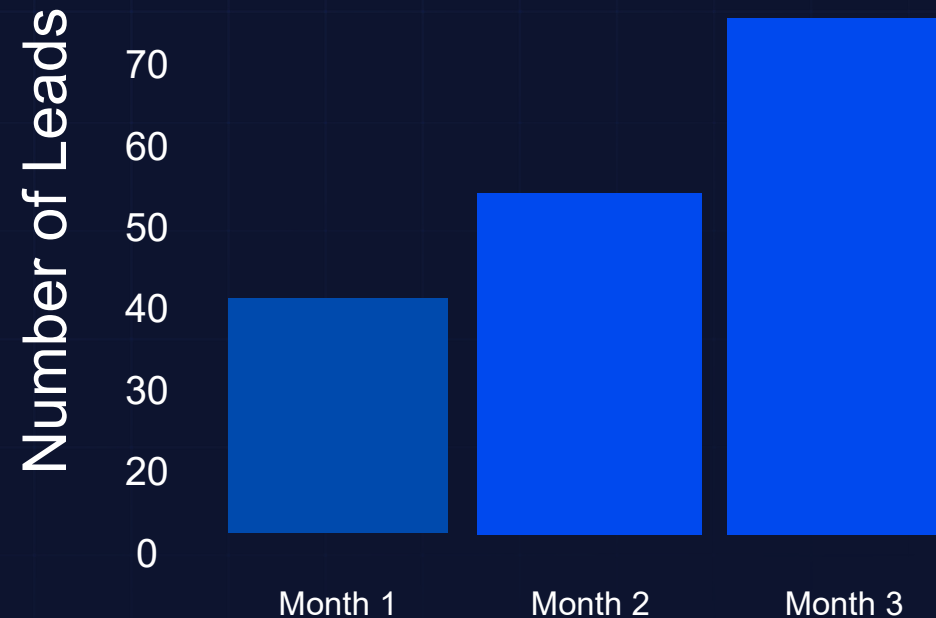
Optimized campaigns based on performance data to maximize lead generation and minimize CPL.

Landing Page Funnels: Utilized two landing page funnels: a website page and a Mailchimp opt-in form.

Offered a 50% early bird discount to incentivize sign-ups.

FINAL OUTCOME

The campaign successfully generated a total of 172 leads at a final CPL of **\$8.17**



Budget: \$500 Per Month
Location: United States

CONCLUSION

The combination of a comprehensive strategy, iterative testing, and continuous optimization resulted in a significant increase in leads and a decrease in the cost per lead.

By ensuring highly relevant landing pages, enhancing discount promotions, and utilizing real-time analytics for timely adjustments, we demonstrated the effectiveness of targeted advertising in achieving substantial business growth.

