CASE STUDY

FACEBOOK ADS

Online Medical Training Academy

OVERVIEW

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The client, an online medical course academy, offers a 6-month course for qualified medical professionals and sought to generate leads via social media. They faced challenges in targeting precision, high initial cost per lead (CPL), and converting landing page visitors who did not complete the forms.

ABOUT THE CLIENT

The client, offers an online medical jobs training for qualified medical professionals in USA. They provide various training programs for medical professionals.

PROBLEM STATEMENT

The initial challenge was to target medical professionals on Meta platforms effectively. This endeavor proved to be both challenging and expensive.

GOALS

The primary goal was to generate qualified leads for the 6-month online medical course, and maintaining a cost effective strategy for the future leads.

STRATEGY

THE CAMPAIGN RAN FOR 2 MONTHS

We implemented a comprehensive ad campaign utilizing a variety of creative options, including video reels, testimonials, and images to highlight the benefits of the course. Three ad sets were tested, incorporating broad and Advantage Plus audience setups to optimize reach.

A conversion-focused campaign was created with a landing page funnel to track all activities, and Calendly was integrated with pixel installation for seamless appointment scheduling. Additionally, we retargeted audiences who visited the appointment page but did not complete the form, effectively re-engaging potential leads.

BEST PERFORMING ADS

The best-performing ads were static image ads with conversion ads.
Remarketing and lookalike audiences were applied, leading to optimized creative performance.
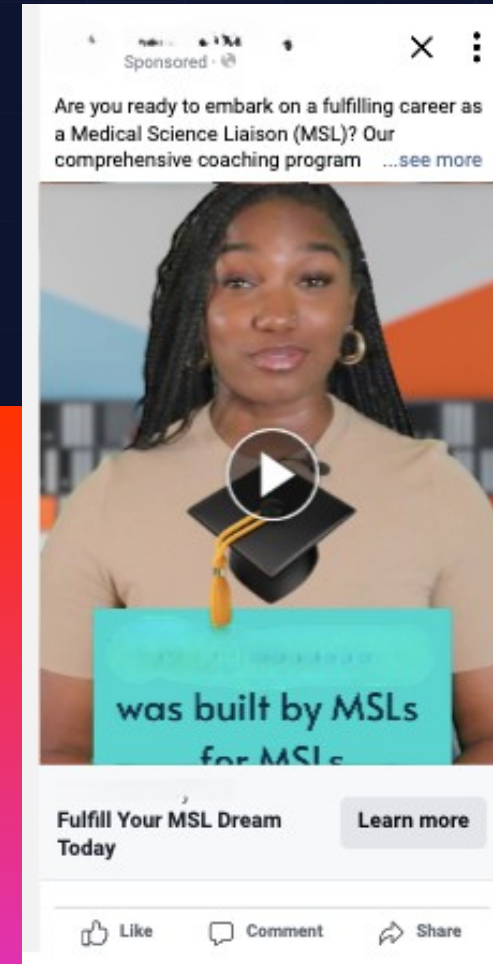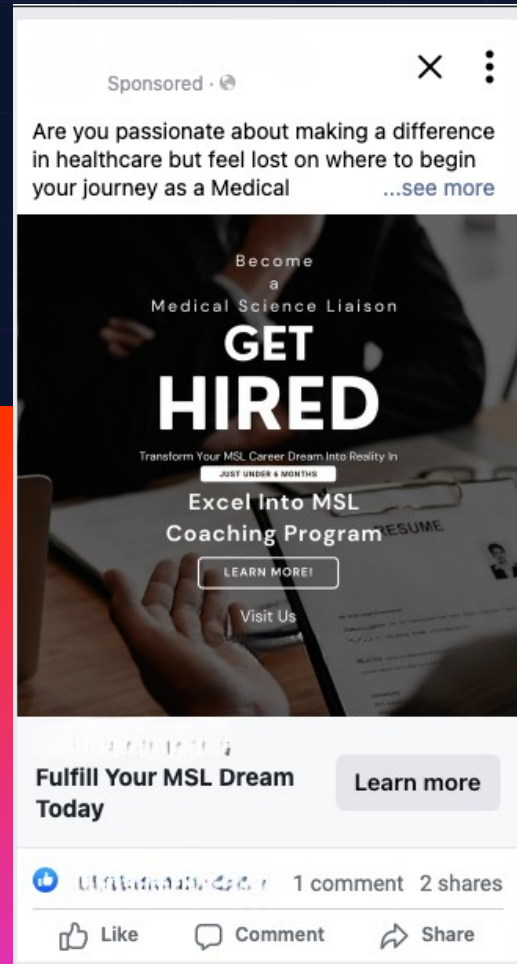
DETAILED RESULTS

The campaign successfully generated over 170 course appointments, with the average cost per lead (CPL) reduced to $12-$13. Initially, the CPL was approximately $49. By optimizing the campaign through custom audience targeting and bid cap adjustments, the CPL was significantly reduced to an average of $12-$13.

Number of Leads

150	
125	
100	
75	
50	
20	
0	

Month 1   Month 2

FINAL OUTCOME

The campaign successfully generated over 170 qualified course appointments within the 2-month period with the cost effective CPL of $11.43
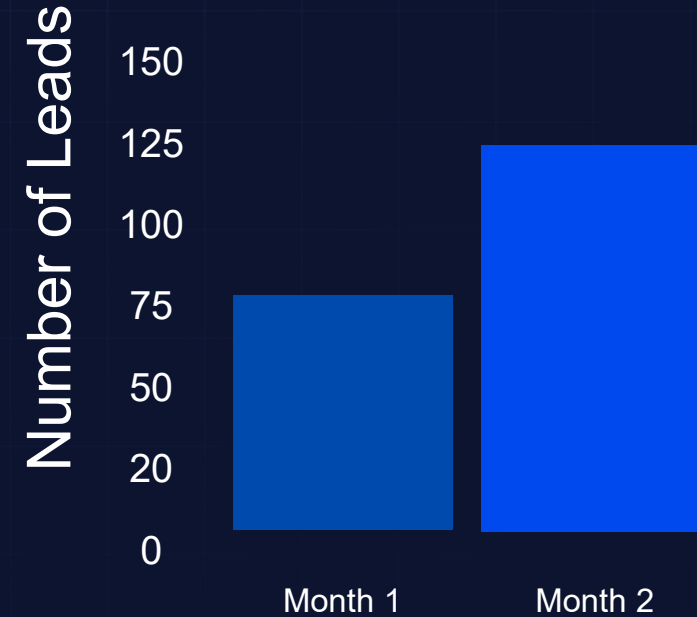
Budget: $500 Per Month
Location: United States

CONCLUSION

This case study demonstrates the efficacy of a well-planned and executed social media campaign for targeting a niche audience. Through continuous optimization and strategic retargeting, the campaign achieved a remarkable reduction in CPL while generating a significant number of qualified leads.

This approach can serve as a model for similar campaigns aiming to target specific professional groups in a cost-effective manner.