CASE STUDY

FACEBOOK ADS

Models Management Agency

OVERVIEW

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The case study involves an overview of a strategy that we applied for a company dedicated to helping aspiring models take their first steps into the industry using various audience building techniques and funnel building using sequence of campaigns.

ABOUT THE CLIENT

Our client is a company dedicated to helping aspiring models take their first steps into the industry. They offer various services aimed at nurturing and guiding new talents.

PROBLEM STATEMENT

The main challenge was to create a targeted audience to generate quality leads of aspiring models interested in our client's services.

GOALS

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

STRATEGY

THE CAMPAIGN RAN FOR 24 MONTH

We identified suitable audience profiles on Facebook and Instagram, targeting interest groups related to modeling and fashion. Initial creatives were developed to attract these audiences. Campaigns were launched using these profiles, enhanced with remarketing and lookalike audiences, generating 1072 leads at a CPL of £8.17.

Continuous A/B testing showed static images performed better than videos, leading to further campaign optimization.

BEST PERFORMING ADS

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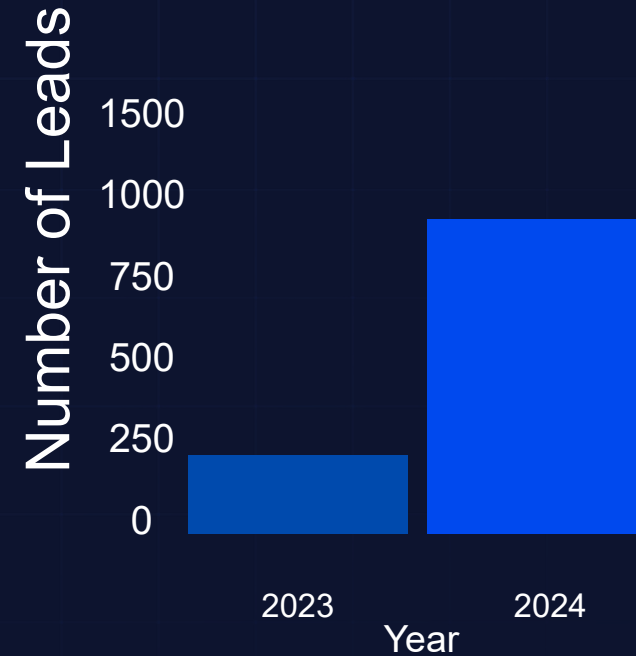
DETAILED RESULTS

We successfully generated a total of 1099 leads at an average CPL of £8.17 for our client.

This achievement was a result of careful audience targeting, continuous optimization, and strategic use of creatives and remarketing techniques.

FINAL OUTCOME

The final outcome was a total number of leads:1099 leads at an average CPL of **£8.17** for our client.

Budget: £2000 Per Month
Location: Southern England

CONCLUSION

The comprehensive strategy and iterative testing led to a significant increase in leads and a decrease in the cost per lead.

This case study demonstrates the effectiveness of targeted advertising and continuous optimization in achieving substantial business growth.