

FANIS AD STRATEGISTS

# LEAD GENERERATION CASE STUDY

LOCAL BUSINESS LOOKING FOR QUALITY LEADS IN LAS VEGAS, NV

#### Results:

Spent \$1488 over a month-long period which resulted in 31 qualified bookings (\$48/each), resulting in a 10X return-on-ad spend for a local permanent makeup studio.

- This client has gone on to repeat the same results month after month and is still currently running ads.

#### Summary

Our team created multiple ad campaigns that generated a total of 31 call bookings over a 30 day period for our new client in the permanent makeup industry in Las Vegas. We have since duplicated the process in another location: California. Client saw a 10X return on her ad spend and continues to experience success month after month.

#### Goal

To successfully establish a reliable and consistent ads strategy that would generate quality call bookings for people intested in permanent makeup solutions (including brows, receding hairline, and more) for high-end permanent makeup services costing \$3000-\$5000.

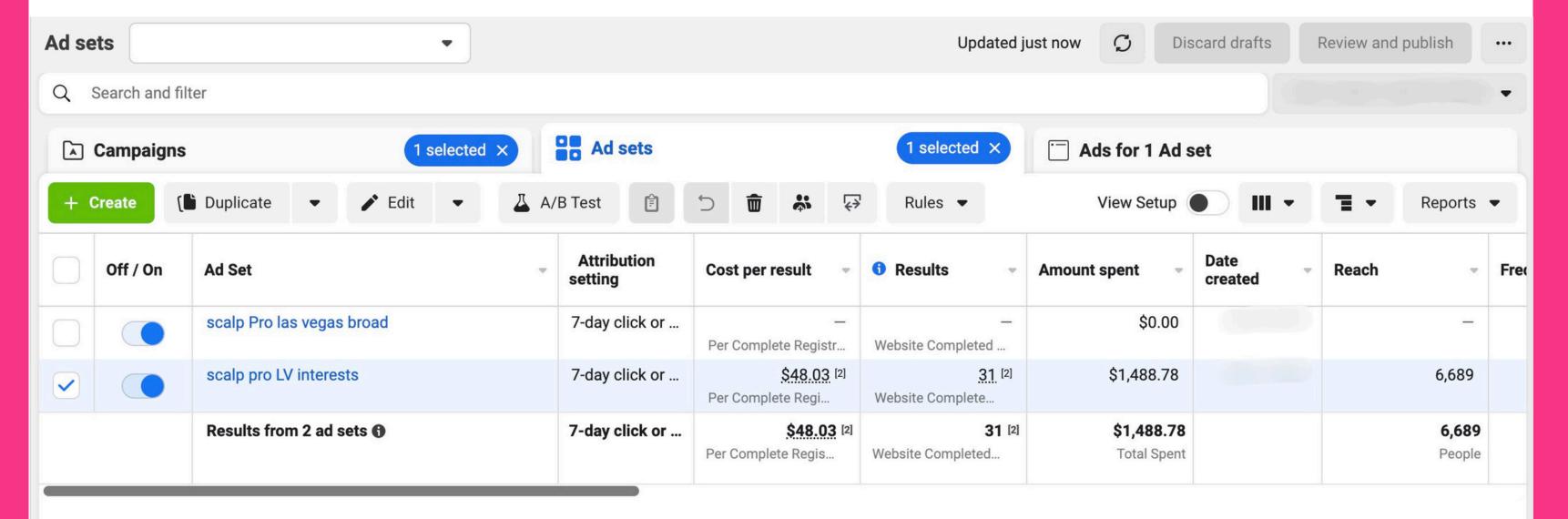
#### Accomplishments

Spent \$1488 over a month-long period which resulted in 31 qualified bookings for only \$48/booking, resulting in a 10X return-on-ad spend for a local permanent makeup studio. We also created and maintained these results in the months that followed, PLUS expanded the same campaigns to two other cities where the client had satellite locations.

## Challenges

We worked with this client to establish a funnel that not only booked calls, but booked quality calls with prospects who were able to invest in high-end permanent makeup solutions costing \$3,000 to \$5,000. With our proprietary onboarding and audit process, we identified where we needed stronger screening forms and making this change provided more quality leads, plus focusing on the right ads messaging to attract the right kind of leads.

## Looking at the numbers...



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