

CASE STUDY

FACEBOOK ADS



Power Washing Company

OVERVIEW



OVERVIEW

This case study details a highly successful Facebook Ads campaign executed for a client specializing in power washing services. The campaign, which ran for 2 months, aimed to significantly increase leads among homeowners in Falmouth, Stafford, and Fredericksburg in Virginia, United States.



ABOUT THE CLIENT

The client is known for providing top-tier power washing services for residential homeowners in Virginia, USA.



PROBLEM STATEMENT

The primary challenge was to establish a dedicated audience of homeowners capable of being long-term, loyal customers. With a focus on attracting those particularly residing in Falmouth, Stafford, and Fredericksburg; the client sought to promote their high-performance services effectively.

GOALS

The primary goal was to generate leads of homeowners who have an interest in power washing services; the client's objective was to ensure that these leads become long-term, loyal clients that will make up their main customer base for retargeting and lookalike purposes as well.



STRATEGY

THE CAMPAIGN RAN FOR 3 MONTHS

The team researched audiences on Facebook and Instagram, targeting homeowners in specific areas in Virginia and testing various optimization combinations to increase leads and lower CPA.

Remarketing and lookalike audiences boosted leads, resulting in 90 leads at a CPL of \$24.22.

Continuous AB testing showed static dynamic creatives outperformed regular static ads, leading to a shift in strategy, which proved highly effective throughout.



BEST PERFORMING ADS

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

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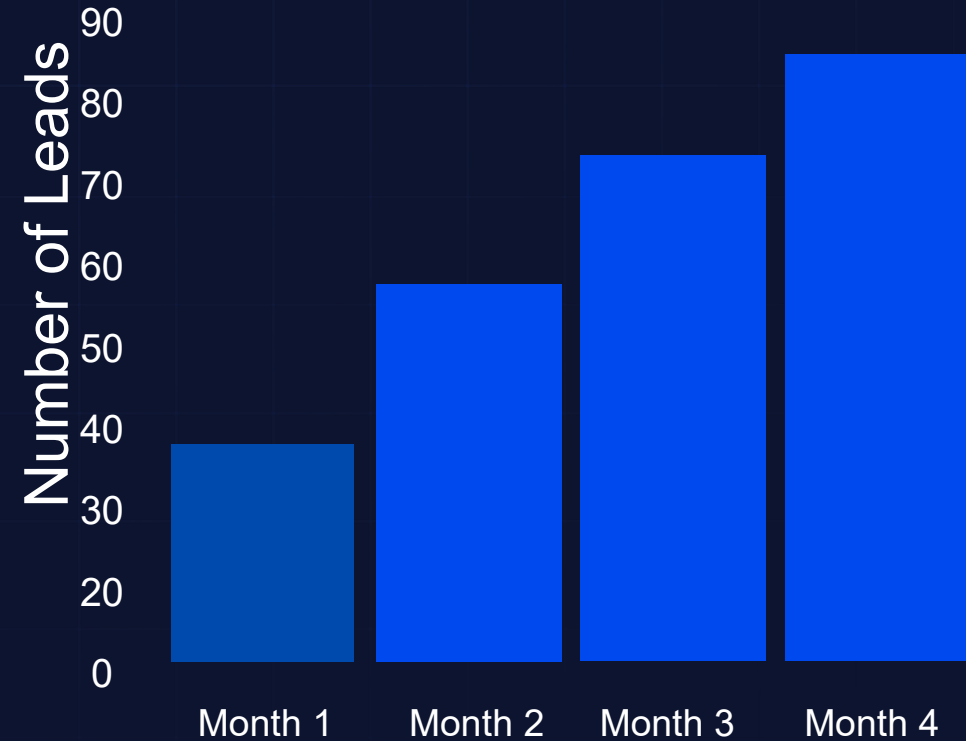
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DETAILED RESULTS

We started the campaign in March which generated a total of 5 leads for us at a CPL of \$40.01.

Come end of April, the campaign saw a significant increase, generating 57 leads at a cost per lead of \$21.23. This represented a remarkable increase of 1,140% over a one-month period alone!



FINAL OUTCOME

The campaign successfully generated a total of 90 leads at a final CPL of \$24.22.

Budget: \$1300 Per Month
Location: 20 mi radius of

Fredericksburg, Virginia

CONCLUSION

The Facebook Ads campaign for the power washing client was a resounding success. The campaign achieved a significant increase in leads, far exceeding the client's expectations.

This case study demonstrates the effectiveness of a well-executed digital marketing strategy in reaching and converting a specific target audience.

