

FACEBOOK ADVERTISING WITH US

LEAD GENERATION CASE STUDY

LOCAL BUSINESS LOOKING FOR
QUALITY LEADS IN LAS VEGAS, NV



HOW LOCAL LEAD GEN PRODUCED A 10X RETURN ON ADS

Results:

- Permanent makeup studio spent \$1488 on ads over a one month period, which resulted in 31 qualified bookings (or \$48/each)
- Revenue return-on-ad-spend (ROAS) was 10X
- This client has gone on to repeat the same results month after month and is still currently running ads.



Summary

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

Goal

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

Accomplishments

Ad spend of \$1488 over a month-long period which resulted in 31 qualified bookings, or only \$48/booking. The revenue from those bookings produced a 10X return-on-ad spend. We also maintained these results in the months that followed. The client was so pleased that we were asked to expand these campaigns to two additional studio locations.

Challenges

This client needed a funnel that not only booked calls, but booked quality calls with prospects who could 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.

The team also adjusted the ads messaging to attract leads with a higher chance of success.

Looking at the numbers...

Ad sets Updated just now ...

Search and filter

Campaigns 1 selected 1 selected

<input type="checkbox"/>	Off / On	Ad Set	Attribution setting	Cost per result	Results	Amount spent	Date created	Reach	Frequency
<input type="checkbox"/>	<input type="checkbox"/>	scalp Pro las vegas broad	7-day click or ...	— Per Complete Registr...	— Website Completed ...	\$0.00		—	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	scalp pro LV interests	7-day click or ...	\$48.03 [2] Per Complete Regi...	31 [2] Website Complete...	\$1,488.78		6,689	
Results from 2 ad sets ⓘ			7-day click or ...	\$48.03 [2] Per Complete Regis...	31 [2] Website Completed...	\$1,488.78 Total Spent		6,689 People	



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