



DAW MEDIA

MARKETING AGENCY



Facebook Ads

Case Study



About

OUR CLIENT

This client is a coach/consultant to elite entrepreneurs. He helps entrepreneurs transform and grow their businesses.

GOAL

To bring in more qualified leads for training and coaching programs and reach a lower cost per lead with a simplified Facebook Ads structure.

PROJECT DURATION

4 Months

PROBLEM STATEMENT

The client's online presence was almost nonexistent and there was an urgent need for personal branding. There was a need to qualify leads for enrollment.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

1

The First Phase

Our team decided to run Facebook Leads Ads so that interested users can fill the lead form on Facebook without the need for a landing page.

2

The Second Phase

Leads acquired by the Facebook Lead Ads were pushed into the client's CRM to be nurtured by their sales team. Video and image ads were used as promotional material.

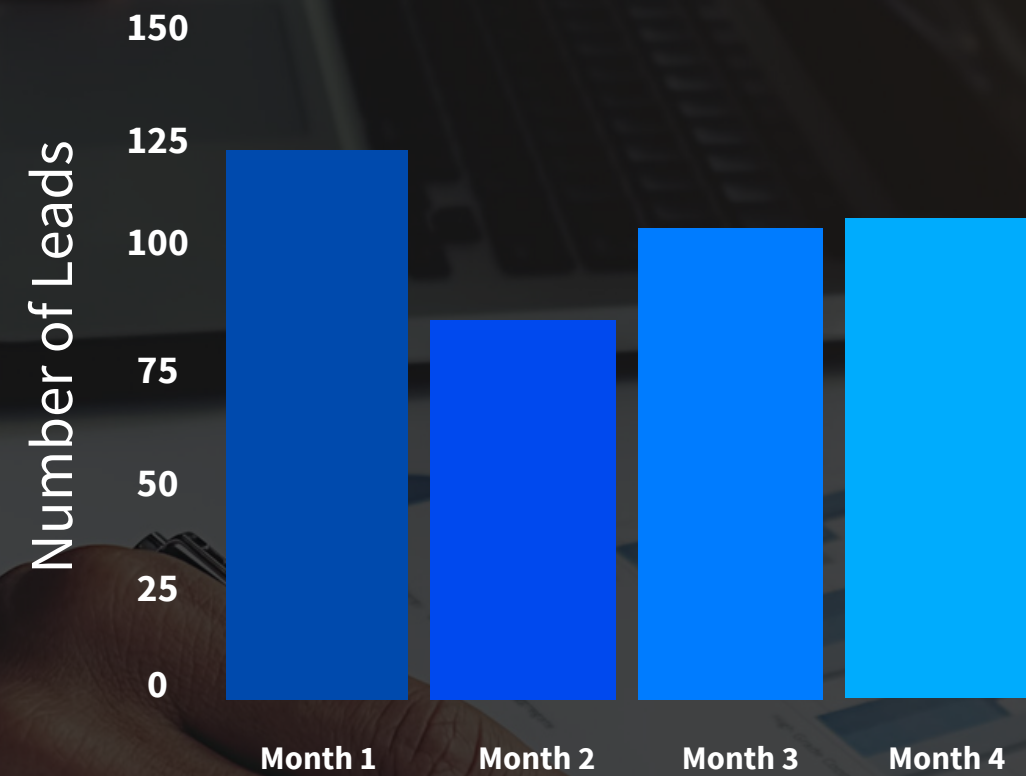
3

The Third Phase

We created multiple Ad sets with different target audiences. We also ran ad sets targeting the interests of famous business mentors/coaches. The target location was the United States.

Number of Leads Per Month

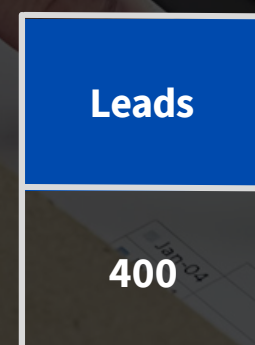
Month 1		Month 2		Month 3		Month 4	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
124	\$7.95	85	\$11.54	96	\$7.60	95	\$7.55



\$ Budget:
\$1,200 Per Month

Location
UNITED STATES

Key Metrics



Best Performing Ad

The image shows a Facebook interface with a video advertisement. The ad content includes:

- Text:** "If you have a business, chances are pretty high, and you're passionate about it. Maybe you're working in a field you've always had...." followed by a "See more" link.
- Video:** A video player showing a man speaking, with a play button overlay.
- Form Overlay:** A grey box with the text "FORM ON FACEBOOK" and "Are you ready to take your business to the next level? If..." and an "APPLY NOW" button.
- Engagement:** Like, Comment, and Share icons at the bottom of the ad.

The Facebook interface includes a navigation bar with a search bar, user profile icon, and icons for friends, messages, and notifications. The left sidebar shows a navigation menu with various icons and text placeholders.

Solution

Once we gathered enough leads and clicks data, we created a lookalike ad set targeting 1% lookalike audience. Using the lookalike audience, cost per lead went down 50% compared to the interest-based ad sets. We also used retargeting ads to those who opened but did not fill the Lead form.

Final Outcome

We were able to generate 400 high quality leads.