



DAW MEDIA
MARKETING AGENCY



Facebook Ads Case Study



About

OUR CLIENT

This company provides lead generation and direct mail marketing services for tree care companies.

GOAL

Sell direct mail marketing services to tree care companies using Facebook and Instagram across the United States.

PROJECT DURATION

3.5 Months (December 4th to March 15th)

PROBLEM STATEMENT

Figuring out how to generate leads for "tree care companies" through Facebook and Instagram conversion ads proved to be a challenge in itself.

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

We created a landing page (based on research) that helped our campaign generate leads.

2

The Second Phase

We analyzed various targeting interests and job profiles to target. Our targeting took into account age, gender, and people with certain interests.

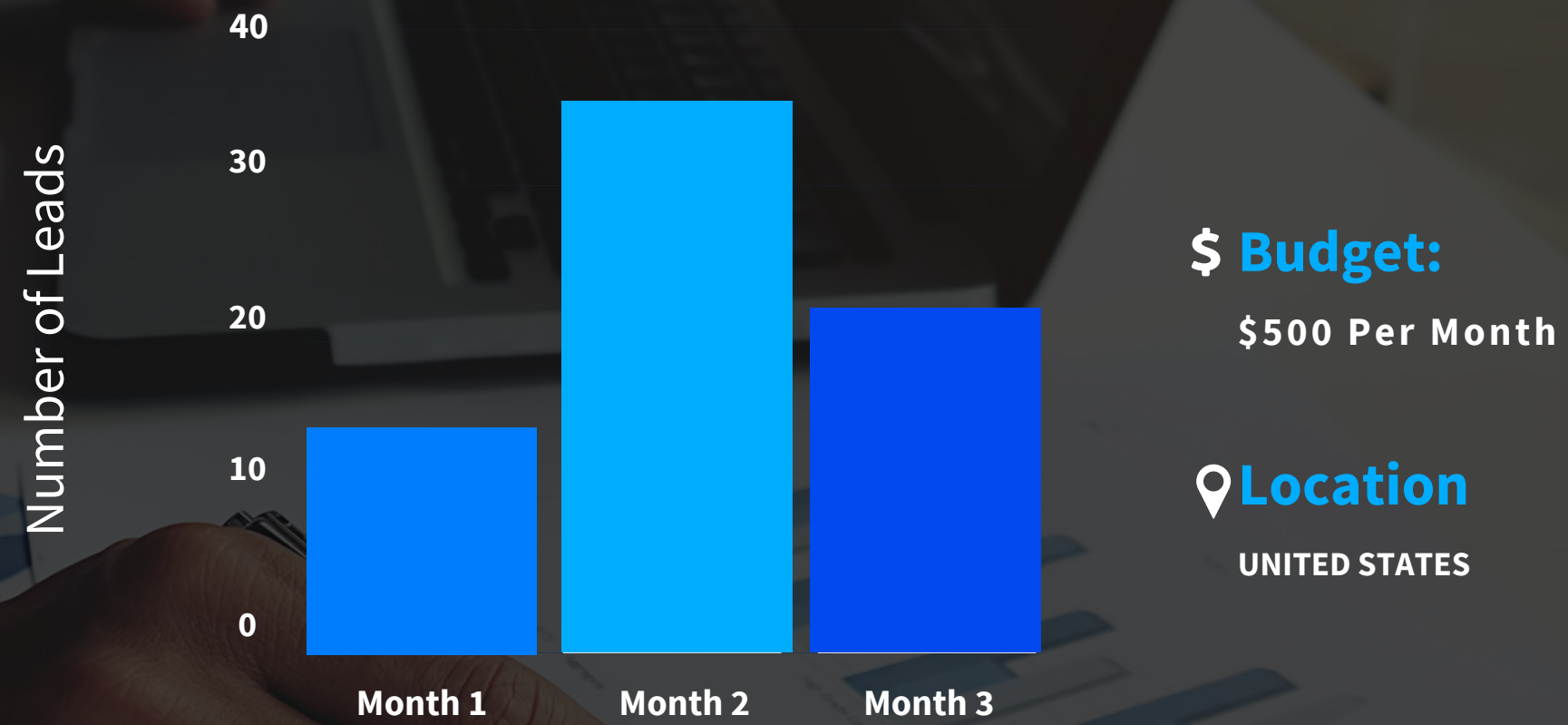
3

The Third Phase

We created a conversion campaign with a researched landing page, targeting, and ads. We had also installed a pixel to track conversions and events. This helped drive conversions.

Number of Leads Per Month

Month 1		Month 2		Month 3	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
32	\$11.71	72	\$7.05	62	\$9.53



Key Metrics

Reach	Leads	CPR	CPC	CTR
40,605	166	\$8.87	\$0.59	3.87%

Best Performing Ads

This image shows a Facebook ad interface on a desktop browser. The ad is a video advertisement for 'ATTENTION Tree Care Service providers!'. The video shows a person in a green shirt and a white helmet using a chainsaw to cut a log in a wooded area. A large white play button is centered over the video. Below the video, the text reads '\$500 OFF Your First Mailing!' and 'LEARN MORE'. At the bottom of the ad, there are icons for 'Like', 'Comment', and 'Share', along with a 'Comments' link.

This image shows a Facebook ad interface on a desktop browser, identical to the one on the left. The ad is a video advertisement for 'ATTENTION Tree Care Service providers!'. The video shows a person in a green shirt and a white helmet using a chainsaw to cut a log in a wooded area. A large white play button is centered over the video. Below the video, the text reads '\$500 OFF Your First Mailing!' and 'LEARN MORE'. At the bottom of the ad, there are icons for 'Like', 'Comment', and 'Share', along with a 'Comments' link.

Solution

We targeted "tree care companies" on Facebook and Instagram using conversion ads. Once we compiled enough data to remarket, create a lookalike audience, and target users through an optimized landing page, it helped us generate leads with minimal cost.

Final Outcome

We were able to generate 166 leads at a CPR of \$8.88 for this client.