

A top-down view of a minimalist workspace. On the left, a portion of a silver laptop is visible, showing its keyboard and trackpad. Below the laptop is a white wireless mouse. In the bottom left corner, there is a black notebook with a silver pen resting on it. In the center-left, a white ceramic mug filled with a latte and a leaf-shaped latte art is placed. The background is a solid light gray surface.

Lead

— **Lead Generation** —

Case Studies

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Steps to Reach The Top

Timeline Your Lead Generation Campaign



First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

Second Step

Account set up, so we can launch, track and optimize campaigns.

Third Step

Next, we select demographics, write compelling ad copy, select valuable objectives, and build campaign structure.

Fourth Step

It's go time. Now that you have reviewed the campaigns, it's time to enable them.

Fifth Step

A team of experts will optimize your account to gradually improve performance and ROI.



Problem

The customer was originally running a Facebook campaign and getting leads for over \$20 per lead. This cost per acquisition was good, but the client wanted to increase profit margins.

Solution

Between the first 2 weeks of running our campaigns we were able to bring down their cost to \$7.60 per lead. The client says they're getting \$24.31 for every dollar they invest advertising with us.

Key Metrics

62%

Savings on Lead Cost

147,287

Impressions

24.31

Return on Ad Spend

Impressions	Cost per Result	Amount Spent ↓
147,287	\$7.60 On-Facebook Leads	\$592.95
147,287 Total	\$7.60 On-Facebook Leads	\$592.95 Total Spent

Problem

The client had never advertised online and wanted to bring in more clients for Lasik surgery. After doing our research we found that we had to create awareness on the client's local market.

Solution

After just 2 days of enabling our campaigns, using video marketing on Facebook, we were able to consistently generate leads for under \$1.

Key Metrics

\$0.73

Cost Per Lead

14.21%

Click-through rate

\$0.02

Cost per click

Cost per Result	CPC (All)	CTR (All)
\$0.73 On-Facebook Lead	\$0.02	14.21%
\$0.73 On-Facebook Lead	\$0.02 Per Click	14.21% Per Impressions

Problem

The customer was originally running a Facebook campaign and getting leads for over \$160 per lead. This cost per acquisition was too high for the product they were selling.

Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to bring down their cost to \$40 per lead. We were also able to create a traffic objective campaign and get them clicks to their website for 6 cents per click.

Key Metrics

75%

Savings on Lead Cost

286%

Savings on Traffic Cost

27,824

Unique Website Vistors

Reach	Impressions	Cost per Result	Amount Spent
201,549	331,054	\$0.06 Per Link Click	\$1,802.18
8,374	11,856	\$40.05 Per Lead (Form)	\$640.85

Problem

The customer never ran a Facebook campaign before and was interested in generating leads for their local medical spa. Their average cost per acquisition to generate a lead was \$280 through traditional marketing methods.

Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to generate them leads for \$32 from 1 campaign. We also created another campaign and got them over 7,500 video views for their new commercial promoting their new location.

Key Metrics

200%+

Savings on Lead Cost

7,500

Unique Video Views

\$0.06

Per Video View

Reach	Impressions	Cost per Result	Amount Spent
27,083	36,373	\$0.58 Per Link Click	\$527.20
24,536	53,096	\$0.06 Per 10-Seco...	\$434.29
47,018	169,358	\$32.12 Per Botox Sp...	\$2,955.07