

# Lead



# Problem

You've decided to go it alone and are feeling lost in the world of advertising; you have no idea how effective your advertising dollars are. You're paying for a service and aren't thrilled with the results. Most PPC companies will spend your money to drive traffic to your website without being concerned about conversion rate optimization. They charge you a fee and a percentage of ad spend and that's it.

You've been advertising the same way forever or have never advertised at all and don't know where to turn.

You're using older media like radio, print or television and have no idea what your ROI (return on investment) is or how effective your ads are.



# Solution

*Lead*

Founded in 2019, we are a new kind of media buying company focused on conversion rate optimization and profitability for our clients. We treat your ad spend as if it were our own.



# What makes us special?

## Full Service

We're the only company that will take care of the process from beginning to end: from developing creatives that make people stop scrolling, to crafting a landing page that converts, we do it all.

## Result Driven

We care about your experience and your success. Possibly more than you do. You will think we're obsessed with you and you aren't wrong.

## Accountability

We provide monthly data reports and track your ad spend for full accountability – you will know exactly how your advertising dollars are being spent so that we can show you what's working and what isn't.





# Our Scoreboard

500,000

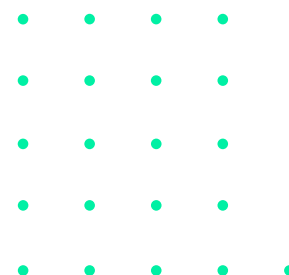
IN AD SPEND

50,000+

LEADS GENERATED

15

CLIENTS HELPED





A top-down view of a minimalist workspace. On the left, a silver laptop is partially 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 positioned. The background is a solid light gray surface.

*Lead*

— **Lead Generation** —

Case Studies

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# 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 \$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

Results	Impressions	Cost per Result
78 On-Facebook Leads	147,287	\$7.60 On-Facebook Leads
78 On-Facebook Leads	147,287 Total	\$7.60 On-Facebook Leads

# Steps to Reach the Top

1

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

2

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

3

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

4

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

# Contact Us

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