

interfused

CASE STUDY



Increasing ROI Through Facebook Advertising Campaign Management



PROBLEM

Property Solutions Services is a small business with an **extremely niche market** servicing a limited local market. They provide solutions to homeowners facing financial difficulties and thus are either in or approaching foreclosures. Due to their small target demographic, marketing efforts are quite challenging. They **needed a way to increase traffic to their site quickly** as **traditional means of marketing they were utilizing proved to be less effective**. They previously had done **minimal efforts in terms of marketing their website and/or driving traffic**. Additionally, they had **relatively ineffective means of tracking ROI**.

SOLUTION



STEP 1: ESTABLISH METRICS

Since the company had not previously had any analytics tracking in place, we had no way of tracking various metrics for campaign effectiveness. When going into any marketing efforts, it is always advisable to have a baseline metric to compare against so that campaign effectiveness can be measured. We installed analytics tracking and let the site run for about a week as we prepared the campaign for deployment.



STEP 2: DEVELOP CAMPAIGN

The key to a successful ad campaign is determining exactly who the ideal client is. After an initial target demographic discovery session, we determined that the best channel for marketing efforts would be Facebook. We based this off of the ideal customer's assumed online behaviors. Now that we had the target demographic established, we were able to begin designing the advertising campaign. Many ad creative images were created along side multiple versions of ad copy creating a matrix of possibilities.



STEP 3: DEPLOY & MANAGE

This campaign was launched with a small ad spend of only \$15/day. We began by implementing a portion of our advertising matrix and letting them run for several days to gather initial metrics. Throughout the course of the campaign, we eventually ran through the entire set of our advertising matrix by monitoring ad performance and adjusting every few days according to metrics gathered through both Google Analytics and Facebook.

RESULTS

Over the course of the month long campaign, the company enjoyed the following results through our through effective ad targeting and ad creative execution.



94.6%
COST PER CLICK

Average cost per click (CPC) initial estimated to be between \$3.50 – \$5.00 were able to be reduced to only \$0.27.



1000%
DAILY VISITS

Average daily visits of 3-5 people/day based off of \$15/day ad spend was increased to an average of 55 people/day due to the reduction in CPC.



12508+
VIEWS

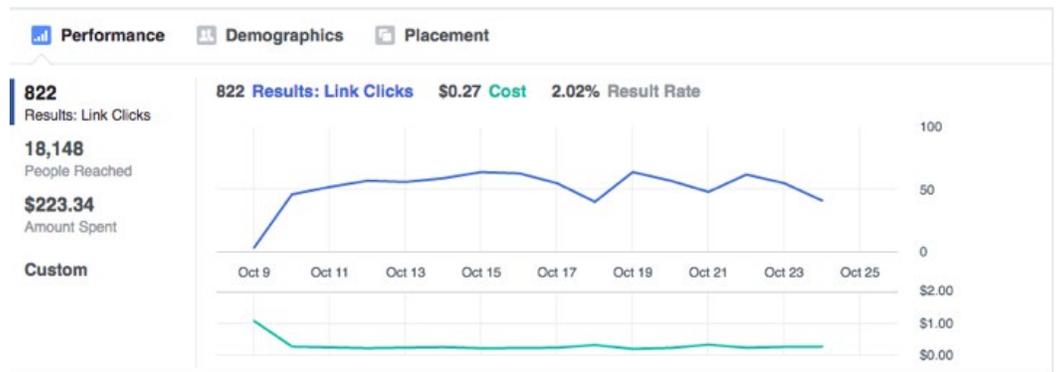
Over 12,508 people were reached by their ads.



1305
CLICKS

The company enjoyed an additional 1305 targeted visitors to their website.

FACEBOOK PERFORMANCE GRAPHS



Ad Set 1



Ad Set 2

WANT TO INCREASE YOUR MARKETING ROI?

NEED MORE CLIENTS/CUSTOMERS?

Let's work together to increase your reach and potential client/customer base. We want to help you craft and execute a solid strategy and plan of action towards future customer acquisition.

We work with your team to understand your business while infusing our digital marketing experience. We work towards discovering your true value proposition and work towards creating and executing methods of communicating that offering.

Our success is your success. Ready to get started?



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