CASE STUDY

FACEBOOK ADS



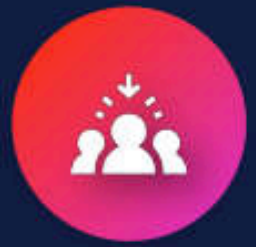
Garage Cabinet Manufacturing Company

OVERVIEW



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This case study highlights the successful implementation of a strategic Facebook advertising campaign aimed at tripling lead generation for a Garage Cabinet Manufacturing Company within a two-week period, all while adhering to a $500 budget constraint.



ABOUT THE CLIENT

The client, a Garage Cabinet Manufacturing Company, specializes in crafting garage cabinets and workspaces to meet the storage and functional needs of homeowners seeking organized and efficient garage solutions.



PROBLEM STATEMENT

The primary challenge was the need to significantly increase the number of leads within a week. Achieving rapid results under a constrained budget was a critical obstacle that required strategic planning and execution.

GOALS

The main objective was to boost the lead count within a week using the same budget the client had been previously spending on their advertising efforts.





STRATEGY

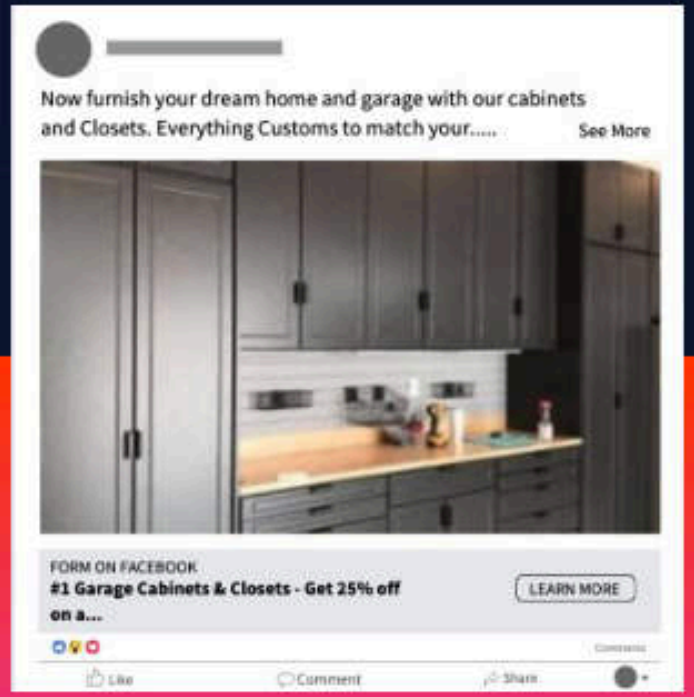
THE CAMPAIGN RAN FOR 1 MONTH

Through strategic targeting and phased implementation, the campaign successfully tripled lead generation, showcasing the power of targeted Facebook advertising in achieving rapid and impactful results.

It began with precise targeting using lookalike audiences, optimizing for 1-10% similarity within U.S. audiences. Leveraging existing leads, new lookalike audiences were created to enhance conversion rates. Operating within a $500 monthly budget, the campaign targeted U.S. audiences with top-performing ads offering a 25% discount on garage cabinets and closets through Facebook forms.

BEST PERFORMING ADS

The best-performing ads were video ad with a explainer script and carefully researched targeting .

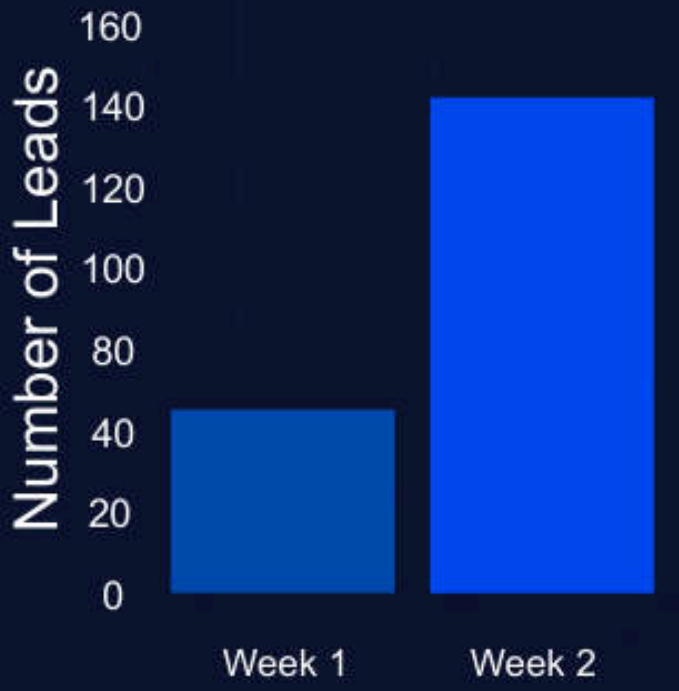




DETAILED RESULTS

Utilizing a lookalike audience proved instrumental in identifying and targeting individuals akin to the client's existing customer base, significantly enhancing the campaign's efficacy.

The top-performing ad, featuring a compelling "Learn More" call to action, attracted and engaged users, resulting in the highest number of conversions throughout the campaign.



Budget: $500 Per Month
Location: United States

FINAL OUTCOME

With a total budget of $130, the campaign reached 10,828 people and generated 70 leads within 2 weeks.

CONCLUSION

This case study underscores the effectiveness of targeted Facebook advertising in lead generation and brand awareness building, even within limited budget constraints and a short timeframe.

