

CASE STUDY

FACEBOOK ADS



Direct Mail Marketing Company



OVERVIEW



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Discover how a direct mail marketing service transformed lead generation for tree care companies through a strategic overhaul of their Facebook and Instagram ad campaigns.

Over a period of 3 ½ months, this case study explores the challenges encountered, strategies implemented, and the remarkable outcomes achieved.



ABOUT THE CLIENT

The client is a direct mail marketing company specializing in lead generation for tree care companies.



PROBLEM STATEMENT

Generating leads for tree care companies through Facebook and Instagram conversion ads presented a significant challenge.

GOALS

The primary goal was to sell direct mail marketing services to tree care companies using Facebook and Instagram, with a secondary goal of optimizing cost per lead (CPL) and maximizing lead generation.

The campaign began by targeting based on interests, job profiles, age, and gender, utilizing Facebook and Instagram conversion ads with a tracking pixel.



An illustration of two black chess pieces, a king and a pawn, positioned on a colorful, geometric base. The king piece is on the left, and the pawn piece is on the right. The base consists of several overlapping, semi-transparent shapes in shades of blue, orange, and pink. The entire scene is set against a dark blue background with a subtle grid pattern.

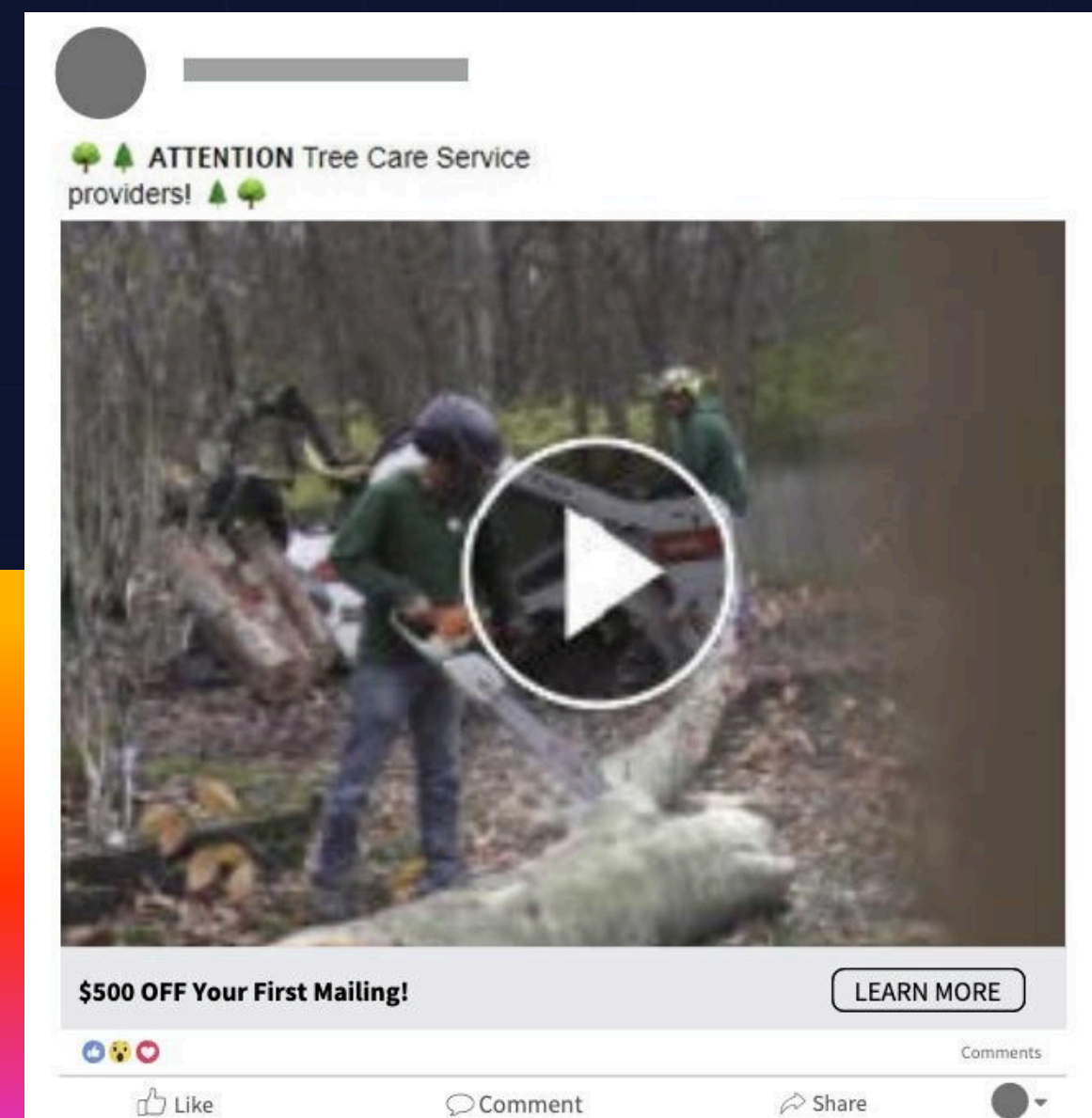
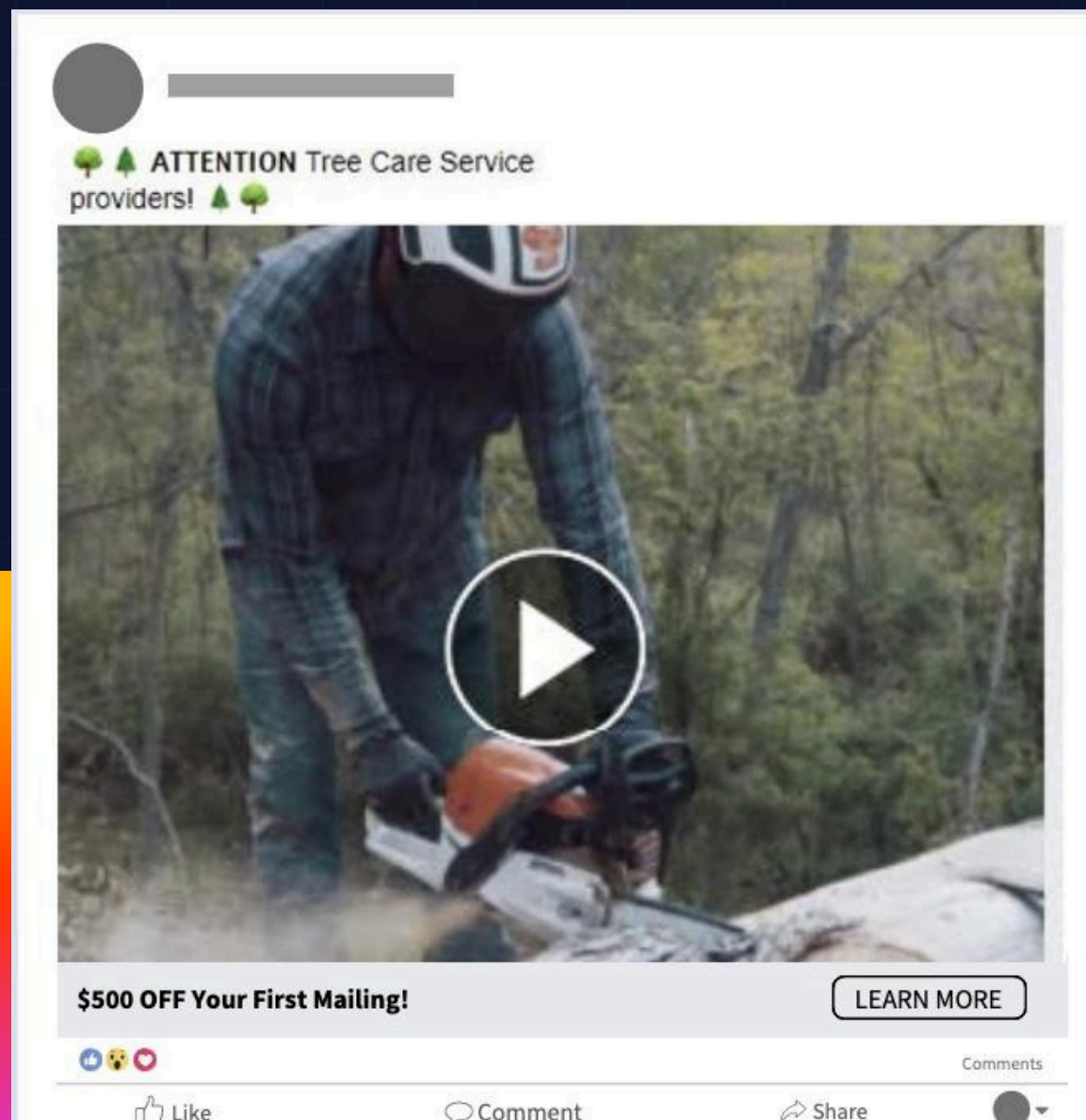
STRATEGY

THE CAMPAIGN RAN FOR 3 MONTHS

The primary aim was to market direct mail marketing services to tree care companies through Facebook and Instagram, while optimizing cost per lead (CPL) and maximizing lead generation efficiency. The team continuously optimized landing pages and strategically deployed remarketing and lookalike audiences to boost lead generation efficiency and reduce CPL.

BEST PERFORMING ADS

The best-performing ads were video ads with carefully researched targeting and an actionable call to action.

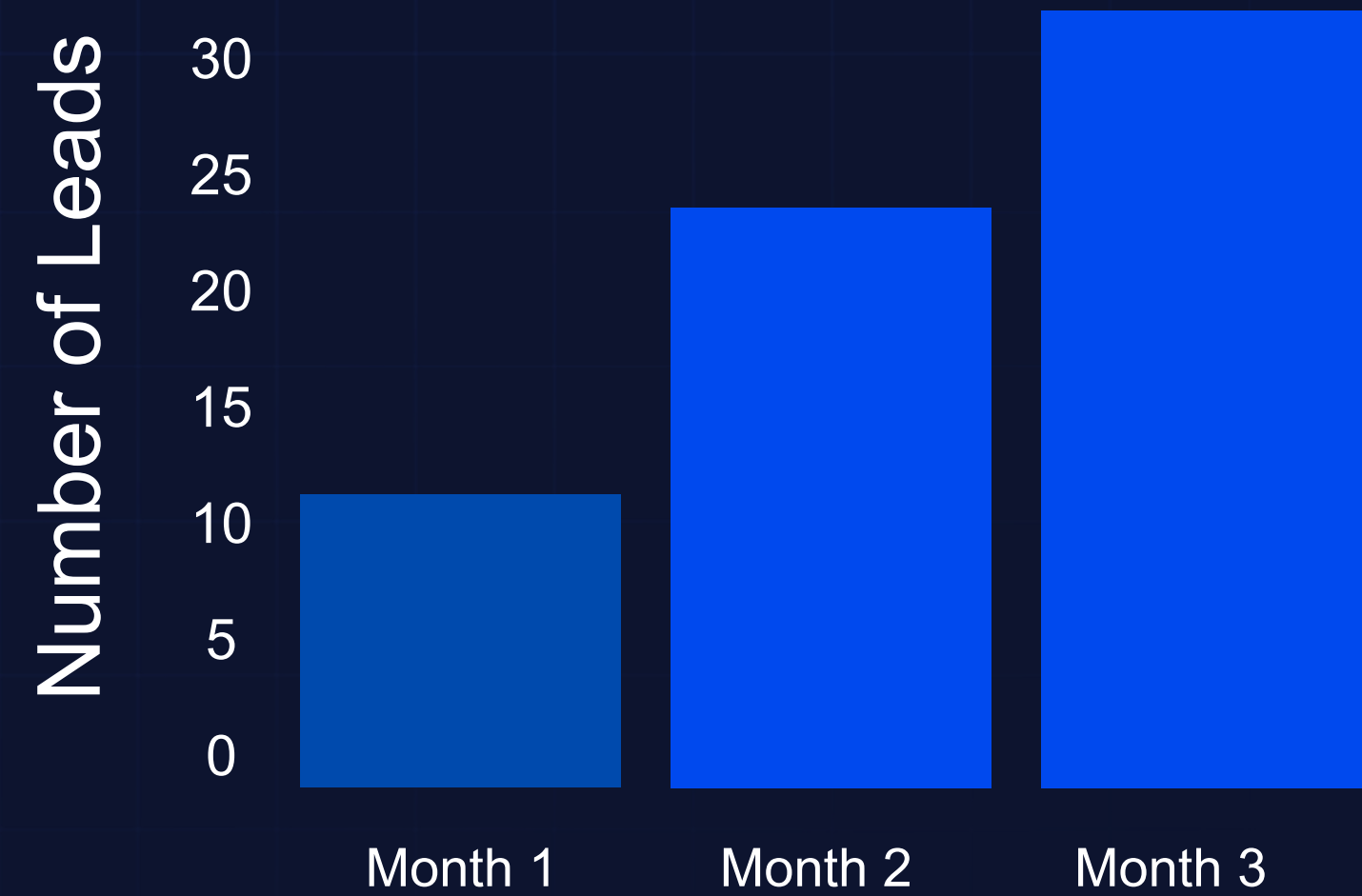


DETAILED RESULTS

Through strategic campaign optimization and targeted audience engagement, the direct mail marketing company achieved a remarkable 418% increase in leads, marking a significant milestone in their lead generation efforts.

FINAL OUTCOME

The campaign successfully achieved a 418% increase in leads through strategic Facebook and Instagram ad optimization.



Budget: \$500 Per Month
Location: United States

CONCLUSION

Through strategic targeting, optimized ad campaigns, and efficient use of data, the company successfully generated 166 leads at a CPL of \$8.88.

This represented a 418% increase in lead generation from the first to the second month, showcasing the power of a well-executed digital marketing strategy.

