



# Facebook Ads Case Study





# About

## OUR CLIENT

This is a landscape design & management company based out of Florida.

## GOAL

To generate high-quality leads with a low cost per lead for the landscaping business.

## PROJECT DURATION

2.5 Months

## PROBLEM STATEMENT

The company wanted to expand its presence in the local markets digitally. They were a brand new entity that lacked any online presence.

## Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

1

### The First Phase

We set up a Facebook Conversion Ad campaign optimized for leads as the client wanted to show ads to potential landscaping leads on social media.

2

### The Second Phase

We ran ads targeting people working in similar jobs like property managers, civil engineers, hotel general managers, architects, etc.

3

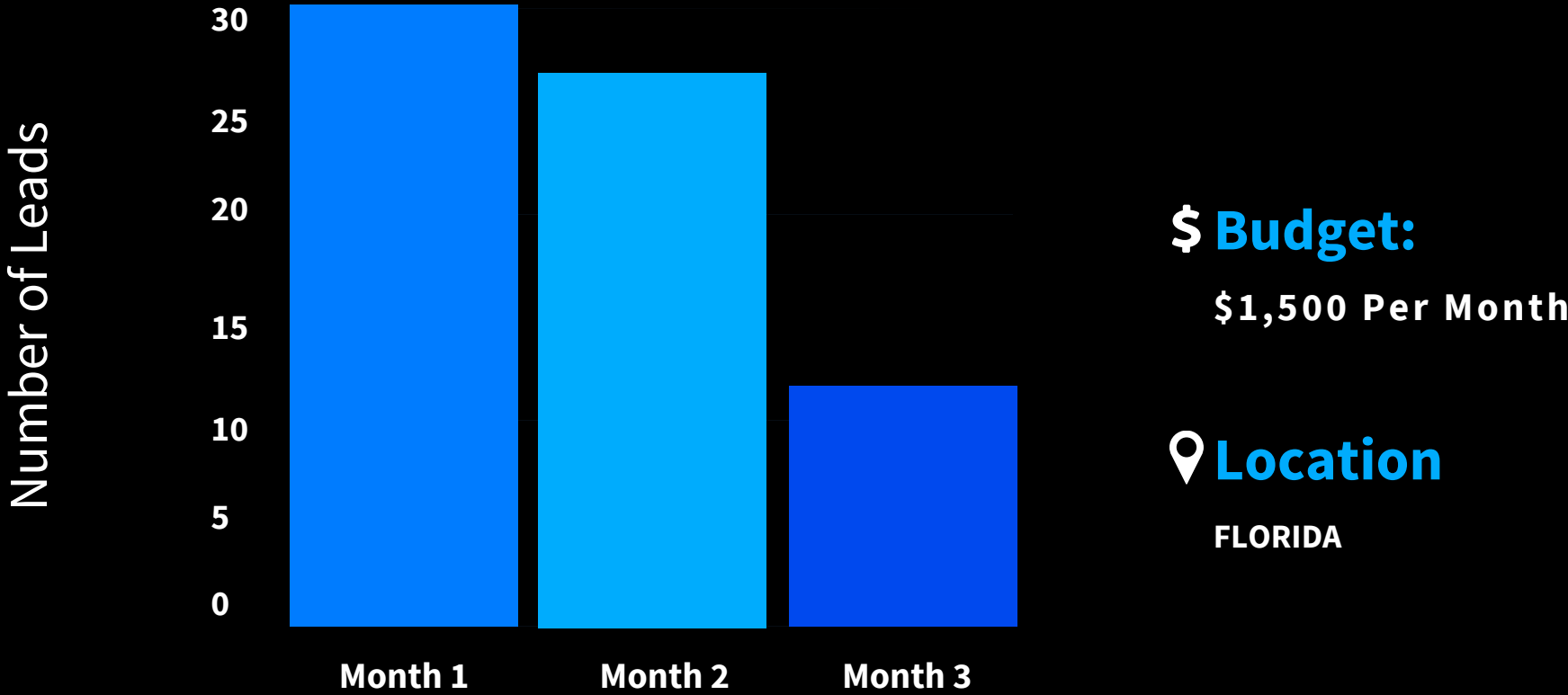
### The Third Phase

We ran a targeted campaign targeting people who showed interest or buying patterns that suggested they're looking into landscaping.



Number of Leads Per Month

Month 1		Month 2		Month 3 (Half the Month)	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
30	\$40.16	26	\$41.61	11	\$37.24

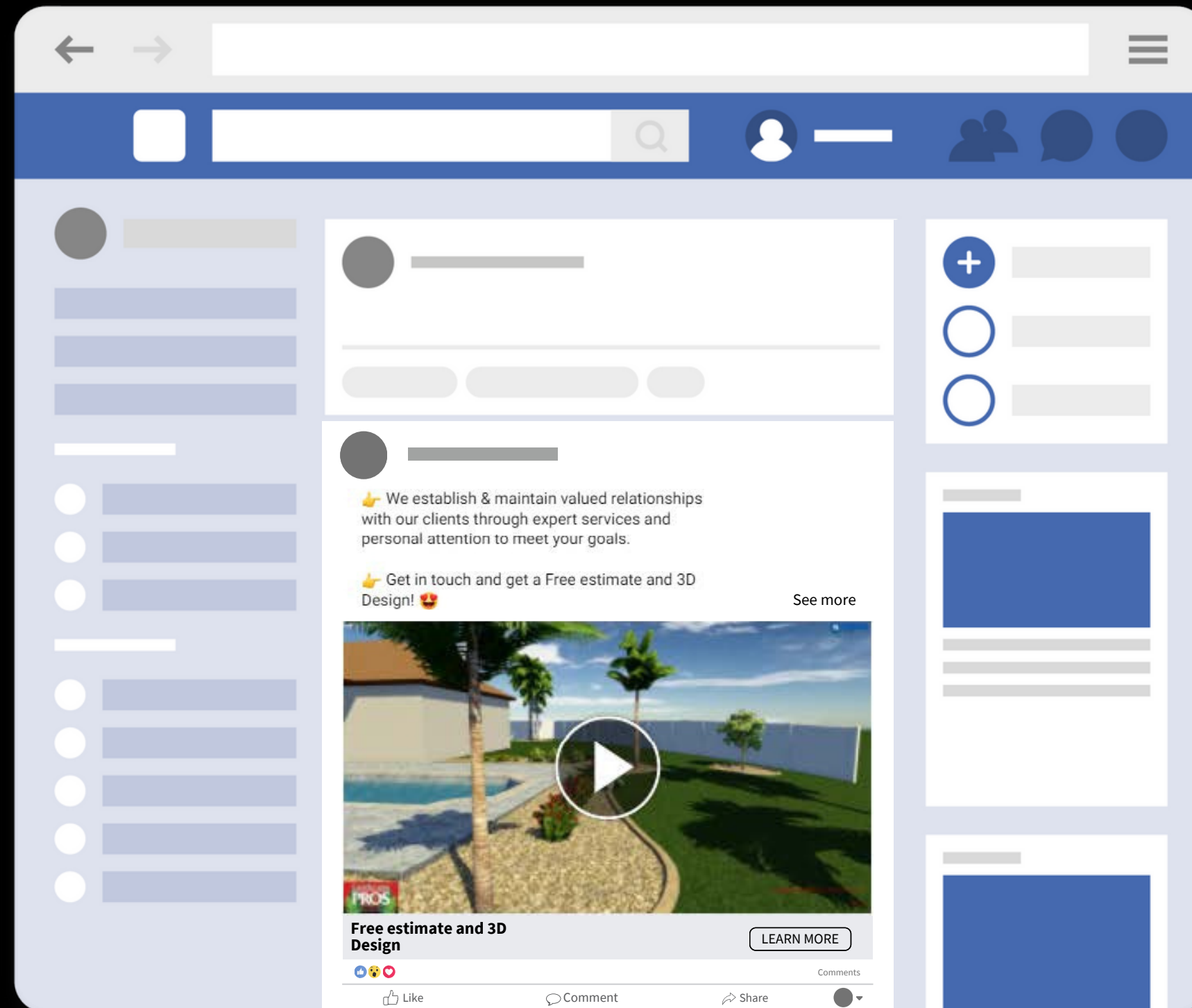


Key Metrics

Leads
67



# Best Performing Ad



## Solution

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Our most successful ad set was the lookalike ad set on Facebook. The goal was to reach potential clients who met the company's specific demographics.

## Final Outcome

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We were able to generate 67 high quality leads.

