

CASE: SELLING PROFESSIONAL EQUIPMENT FOR VIDEOGRAPHERS

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: selling professional equipment for videographers
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: completed contact information with additional questions in the lead form, and leads from the website

RESULTS

- Results: 819 qualified leads
- Average cost per lead: €15.76
- Total expenses: €12,910



WORK PROCESS ON THE PROJECT

- Interviewing on the project between the customer and the team
- Forming a general promotion strategy, KPI approval
- Recommendations for the website improvement: conversion, the technical part, usability
- Analysis of the main competitors, as well as their advertising campaigns
- Implementation of advertising campaign settings in Meta Ads: creating the structure and logic of building an advertising account, preparation of ad creatives (text, banners), identifying the target audience, designing lead forms, and implementing tracking
- Implementation of settings in Facebook Pixel + API Conversions for tracking, optimizing, and re-engaging with engaged traffic



WORK PROCESS ON THE PROJECT

- Implementation of settings in Google Analytics: creating the structure and logic of the Analytics account, installing codes on the website, configuring tracking
- Conducting A/B advertising campaigns
- Multi-level verification by team specialists (project manager, team leader, CMO)
- Consultation on the structure and settings before the ad account launch
- Budget and ad bids set, and the start of advertising campaigns
- Work on project optimization: regular analysis and collection of statistical data, conducting experiments, tracking KPIs, and constant work to improve results
- Reporting in Facebook Reports & Google Data Studio



RESULT OF WORK OF ADVERTISING IN META ADS

Campaigns		Ad sets		Ads			
Off/On	Campaign	Results	Reach ↓	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>		194 On-Facebook leads	57,020	272,657	€22.60 Per on-Facebook lea...	€4,383.48	Ongoing
<input type="checkbox"/>		68 [2] Website leads	53,304	140,456	€13.53 [2] Per Lead	€920.35	Ongoing
<input type="checkbox"/>		107 On-Facebook leads	48,816	133,693	€13.45 Per on-Facebook lea...	€1,438.80	Ongoing
<input type="checkbox"/>		112 On-Facebook leads	41,936	149,427	€14.05 Per on-Facebook lea...	€1,574.12	Ongoing
<input type="checkbox"/>		59 On-Facebook leads	27,488	75,269	€19.93 Per on-Facebook lea...	€1,175.61	Ongoing
<input type="checkbox"/>		99 On-Facebook leads	25,336	120,926	€15.99 Per on-Facebook lea...	€1,582.64	Ongoing
<input type="checkbox"/>		34 On-Facebook leads	17,720	47,961	€12.62 Per on-Facebook lea...	€429.08	Ongoing
<input type="checkbox"/>		31 On-Facebook leads	17,088	49,619	€25.96 Per on-Facebook lea...	€804.70	Ongoing
<input type="checkbox"/>		26 On-Facebook leads	16,256	39,145	€15.68 Per on-Facebook lea...	€407.78	Ongoing
<input type="checkbox"/>		89 On-Facebook leads	14,772	86,507	€12.52 Per on-Facebook lea...	€1,114.66	Ongoing
Results from 10 campaigns		— Multiple conversions	159,356 Accounts Centre acco...	975,204 Total	— Multiple conversions	€12,910.87 Total Spent	



We are a team of experienced digital marketers and we provide effective promotion of your business in **Meta, Google, Bing, Yelp, TikTok and SMM.**

My team and I are looking for projects to apply our long-term expertise in digital marketing and offer some of the best terms on the market, as well as increased **Google promo codes up to \$500 and Bing coupons up to \$250.**



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**LEADING PARTNER AT
GOOGLE PREMIER PARTNERS**

PREMIER 2022



**MARKETING PARTNER OF
MICROSOFT ADS (BING + YAHOO)**

Partner



CONTACTS



www.omelyanenko.pro



+380 96 882 97 81 (Telegram, WhatsApp, Viber)



omelyanenko.marketolog@gmail.com

Alexander Omelyanenko

Director of Digital Marketing



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