

**CASE: A LAWYER SPECIALIZING  
IN IMMIGRANT AFFAIRS**

TOOL: META ADS (FACEBOOK & INSTAGRAM)

# INTRODUCTORY INFORMATION

- Business: immigration lawyer
- Tool: Meta Ads (Facebook & Instagram)
- Location: Canada
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

## RESULTS

- Results: 11 370 qualified leads
- Average cost per lead: \$1.03
- Total expenses: \$11,864



# 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

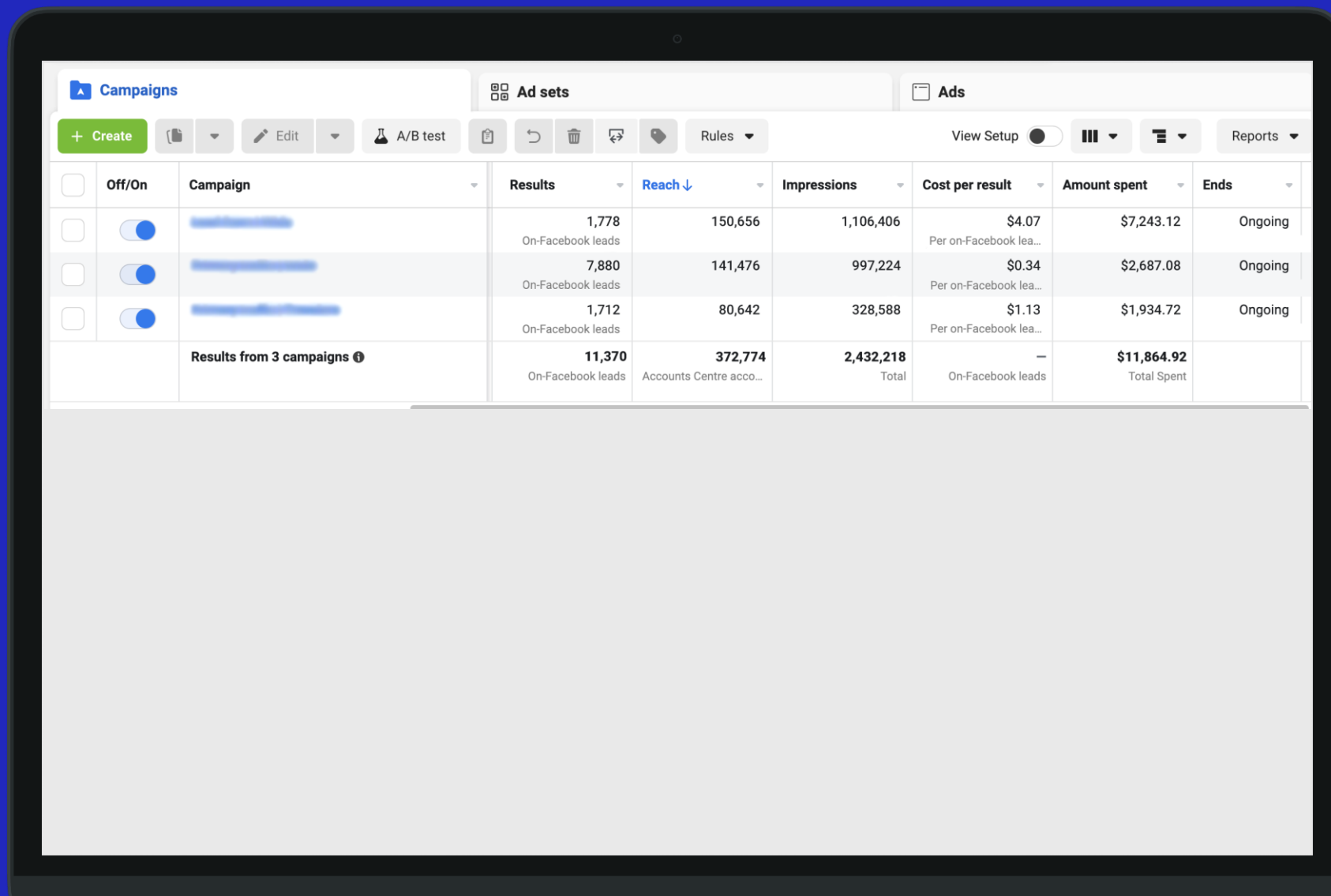


# WORK PROCESS ON THE PROJECT

- 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



The screenshot displays the Meta Ads dashboard interface. At the top, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. Below the tabs is a toolbar with various action buttons: '+ Create', a copy icon, 'Edit', 'A/B test', a trash icon, a refresh icon, a share icon, 'Rules', 'View Setup', a pause icon, a filter icon, and 'Reports'. The main content area is a table with columns for 'Off/On', 'Campaign', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Amount spent', and 'Ends'. The table lists three individual campaigns and a summary row for 'Results from 3 campaigns'. The data shows a total of 11,370 On-Facebook leads, 372,774 accounts, 2,432,218 impressions, and a total spend of \$11,864.92.

<input type="checkbox"/>	Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Redacted]	1,778 On-Facebook leads	150,656	1,106,406	\$4.07 Per on-Facebook lea...	\$7,243.12	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Redacted]	7,880 On-Facebook leads	141,476	997,224	\$0.34 Per on-Facebook lea...	\$2,687.08	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Redacted]	1,712 On-Facebook leads	80,642	328,588	\$1.13 Per on-Facebook lea...	\$1,934.72	Ongoing
<b>Results from 3 campaigns</b>			<b>11,370</b> On-Facebook leads	<b>372,774</b> Accounts Centre acco...	<b>2,432,218</b> Total	<b>—</b> On-Facebook leads	<b>\$11,864.92</b> 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.**



# OMELYANENKO.PRO —



**Meta**  
Business Partner

**FACEBOOK (META)  
BUSINESS PARTNER**



**G**  
Google Partner

PREMIER 2022

**LEADING PARTNER AT  
GOOGLE PREMIER PARTNERS**



**Bing**

Partner

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



# CONTACTS



[www.omelyanenko.pro](http://www.omelyanenko.pro)



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



[omelyanenko.marketolog@gmail.com](mailto:omelyanenko.marketolog@gmail.com)

**Alexander Omelyanenko**

Director of Digital Marketing



[Facebook](#)



[Instagram](#)



[LinkedIn](#)