

**CASE: TRUCK MAINTENANCE
RECRUITMENT SERVICES**

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: search for employees for a truck service maintenance company
- Tool: Meta Ads (Facebook & Instagram)
- Location: Washington, USA
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

RESULTS

- Results: 1 221 qualified leads
- Average cost per lead: \$3.82
- Total expenses: \$4,662



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 Manager interface with a table of advertising results. The table is organized into columns for campaign status, campaign name, results type, reach, impressions, cost per result, amount spent, and campaign status. A summary row at the bottom aggregates the data for all four campaigns.

Off/On	Campaign	Results	Reach ↓	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Reengagement 11.10 / gallery / news corp...	On-Facebook leads	984	71,712	238,266	\$3.03 Per on-Facebook lea...	\$2,981.64 Ongoing
<input checked="" type="checkbox"/>	Site / Lead form / Primary traffic / Traffic / on...	On-Facebook leads	30	25,974	31,185	\$19.06 Per on-Facebook lea...	\$571.65 Ongoing
<input checked="" type="checkbox"/>	Site / Lead form / Primary traffic (interest) / ...	On-Facebook leads	126	24,318	52,206	\$5.78 Per on-Facebook lea...	\$728.61 Ongoing
<input checked="" type="checkbox"/>	Reengagement 11.10 / gallery / news corp...	On-Facebook leads	81	16,305	27,141	\$4.70 Per on-Facebook lea...	\$380.76 Ongoing
Results from 4 campaigns ⓘ			1,221 On-Facebook leads	138,309 Accounts Centre acco...	348,798 Total	\$3.82 Per on-Facebook leads	\$4,662.66 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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Bing

Partner

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



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