

CASE: CLEANING SERVICES

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: cleaning services
- Tool: Meta Ads (Facebook & Instagram)
- Location: Florida, USA
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

RESULTS

- Results: 1 140 qualified leads
- Average cost per lead: \$18.90
- Total expenses: \$21,550



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

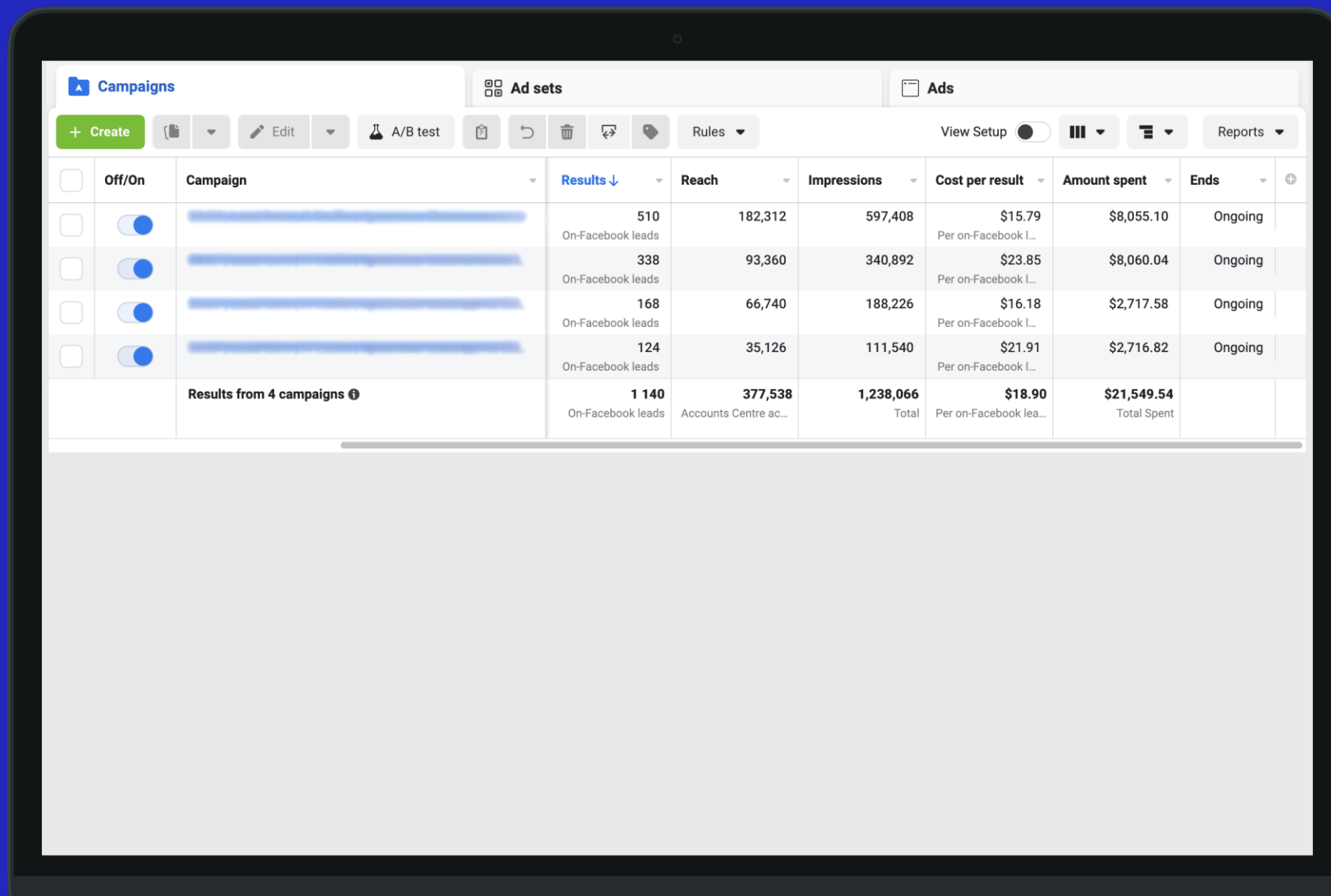


WORK PROCESS ON THE PROJECT

- 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. At the top, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. Below the tabs is a toolbar with various actions: '+ Create', a dropdown menu, 'Edit', 'A/B test', a trash icon, a refresh icon, a share icon, 'Rules', 'View Setup', a toggle switch, a list view icon, a table view icon, and 'Reports'. The main content area shows a table with the following columns: 'Off/On', 'Campaign', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Amount spent', and 'Ends'. The table contains four rows of campaign data and a summary row for 'Results from 4 campaigns'. The data is as follows:

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	[Blurred]	510 On-Facebook leads	182,312	597,408	\$15.79 Per on-Facebook L...	\$8,055.10	Ongoing
<input checked="" type="checkbox"/>	[Blurred]	338 On-Facebook leads	93,360	340,892	\$23.85 Per on-Facebook L...	\$8,060.04	Ongoing
<input checked="" type="checkbox"/>	[Blurred]	168 On-Facebook leads	66,740	188,226	\$16.18 Per on-Facebook L...	\$2,717.58	Ongoing
<input checked="" type="checkbox"/>	[Blurred]	124 On-Facebook leads	35,126	111,540	\$21.91 Per on-Facebook L...	\$2,716.82	Ongoing
Results from 4 campaigns		1 140 On-Facebook leads	377,538 Accounts Centre ac...	1,238,066 Total	\$18.90 Per on-Facebook lea...	\$21,549.54 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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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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