# 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



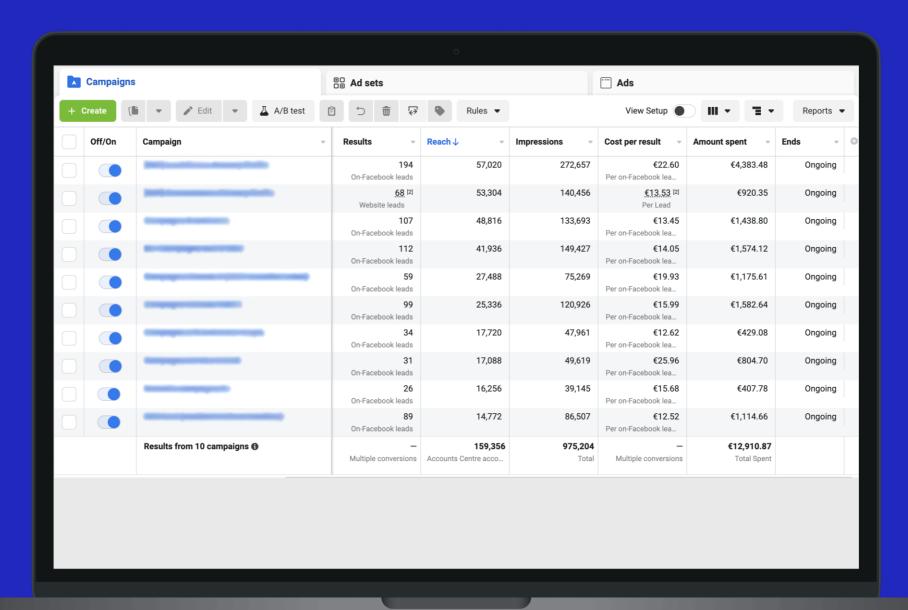
#### **WORK PROCESS ON THE PROJECT**

- 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**



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** —



## FACEBOOK (META) BUSINESS PARTNER



### LEADING PARTNER AT GOOGLE PREMIER PARTNERS



MARKETING PARTNER OF MICROSOFT ADS (BING + YAHOO)

#### CONTACTS



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