

CASE: SALE OF HANDMADE LEATHER GOODS

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: sale of handmade leather goods
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: texting in messenger + lead forms with additional questions

RESULTS

- Results: 3 615 qualified leads
- Average cost per lead: €2.18
- Total expenses: €7,898



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

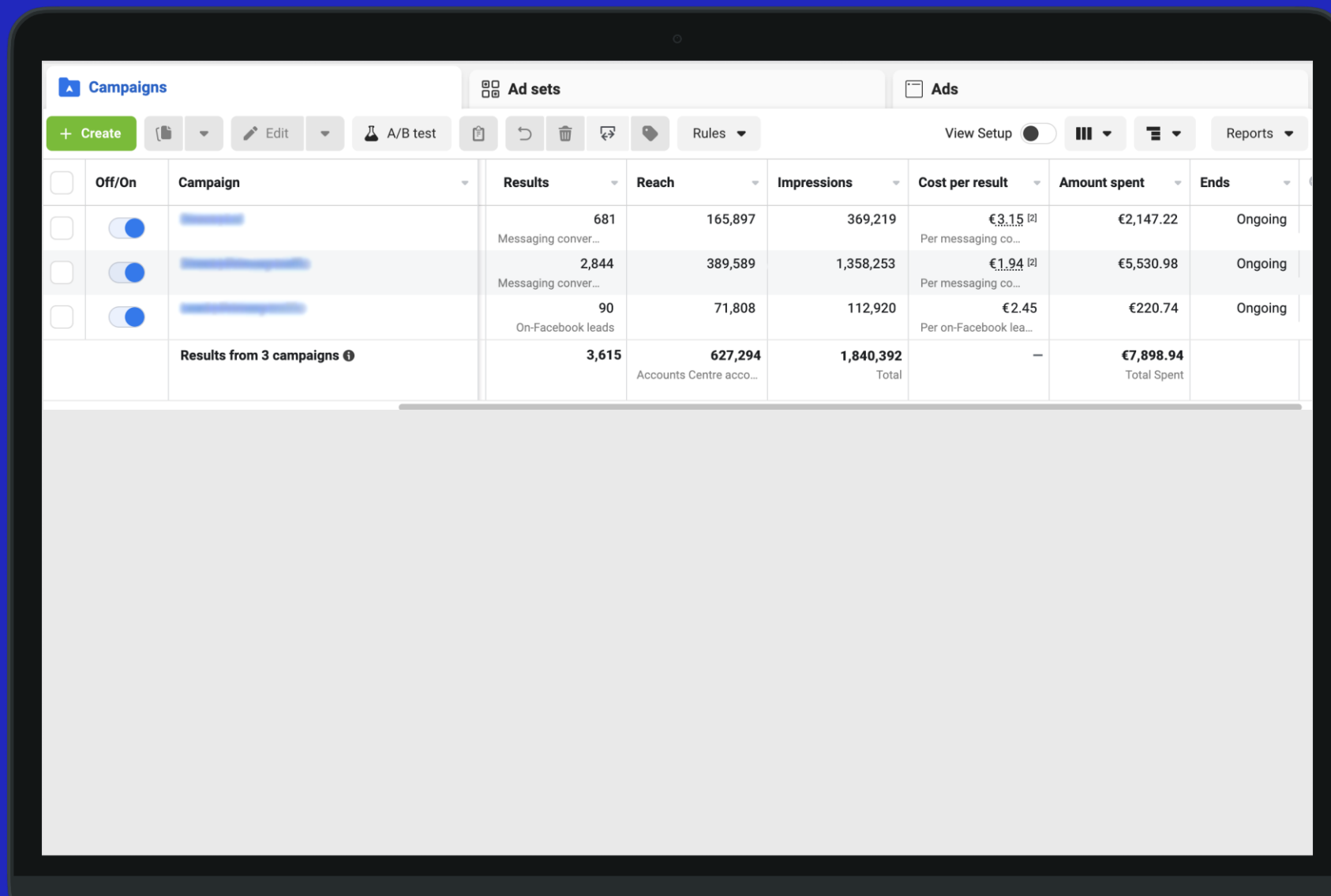


WORK PROCESS ON THE PROJECT

- 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 interface with a table of advertising results. The table is titled 'Campaigns' and includes columns for 'Off/On', 'Campaign', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Amount spent', and 'Ends'. The data is summarized for three campaigns, showing a total of 3,615 results, 627,294 reach, 1,840,392 impressions, and a total amount spent of €7,898.94.

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>		681 Messaging conver...	165,897	369,219	€3.15 [2] Per messaging co...	€2,147.22	Ongoing
<input type="checkbox"/>		2,844 Messaging conver...	389,589	1,358,253	€1.94 [2] Per messaging co...	€5,530.98	Ongoing
<input type="checkbox"/>		90 On-Facebook leads	71,808	112,920	€2.45 Per on-Facebook lea...	€220.74	Ongoing
Results from 3 campaigns		3,615	627,294 Accounts Centre acco...	1,840,392 Total	—	€7,898.94 Total Spent	



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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

**LEADING PARTNER AT
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Bing

Partner

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



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