

CASE: REAL ESTATE AGENT

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: real estate agent services
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

RESULTS

- Results: 1 283 qualified leads
- Average cost per lead: €7.76
- Total expenses: €9,960



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

Campaigns		Ad sets		Ads			
+ Create		▼	Edit	A/B test	Rules	View Setup	Reports
Off/On	Campaign	Results ↓	Reach	Impressio	Cost per result	Amount spent	Ends
<input type="checkbox"/>		396 On-Facebook leads	213,999	638,535	€7.14 Per on-Facebook leads	€2,826.93	Ongoing
<input type="checkbox"/>		161 On-Facebook leads	40,201	109,254	€4.13 Per on-Facebook leads	€664.86	Ongoing
<input type="checkbox"/>		113 On-Facebook leads	54,270	103,969	€8.29 Per on-Facebook leads	€936.86	Ongoing
<input type="checkbox"/>		113 On-Facebook leads	76,910	228,111	€8.86 Per on-Facebook leads	€1,000.93	Ongoing
<input type="checkbox"/>		105 On-Facebook leads	88,545	254,190	€9.65 Per on-Facebook leads	€1,013.12	Ongoing
<input type="checkbox"/>		72 On-Facebook leads	34,232	69,731	€5.43 Per on-Facebook leads	€390.69	Ongoing
<input type="checkbox"/>		70 On-Facebook leads	34,975	81,275	€8.63 Per on-Facebook leads	€603.84	Ongoing
<input type="checkbox"/>		69 On-Facebook leads	36,548	87,848	€11.13 Per on-Facebook leads	€767.66	Ongoing
<input type="checkbox"/>		63 On-Facebook leads	30,129	75,833	€9.80 Per on-Facebook leads	€617.26	Ongoing
<input type="checkbox"/>		51 On-Facebook leads	27,368	77,862	€5.32 Per on-Facebook leads	€271.50	Ongoing
Results from 13 campaigns		— On-Facebook lead	461,571 Accounts C...	1,970,240 Total	— Per on-Facebook leads	€9,960.44 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



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



omelyanenko.marketolog@gmail.com

Alexander Omelyanenko

Director of Digital Marketing



[Facebook](#)



[Instagram](#)



[LinkedIn](#)