

**CASE: AN AGENCY WITH JOB VACANCIES
FOR EMPLOYMENT IN EUROPE**

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: an agency with job vacancies for employment in Europe
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 4 months
- Goal: filled out contact information from the site

RESULTS

- Results: 2 314 qualified leads
- Average cost per lead: €6.52
- Total expenses: €15,098



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									
<input type="button" value="+ Create"/> <input type="button" value="Edit"/> <input type="button" value="A/B test"/> <input type="button" value="Rules"/> <input type="button" value="View Setup"/> <input type="button" value="Reports"/>									
<input type="checkbox"/>	Off/On	Campaign	Results	Reach ↓	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		1,096 [2] Website leads	90,131	513,221	€5.28 [2] Per Lead	€5,790.59	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		276 [2] Website leads	31,147	119,393	€5.46 [2] Per Lead	€1,507.27	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		218 [2] Website leads	28,509	77,465	€3.28 [2] Per Lead	€715.73	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		35 [2] Website leads	27,063	84,327	€29.77 [2] Per Lead	€1,041.86	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		40 [2] Website leads	23,671	70,531	€11.75 [2] Per Lead	€469.80	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		376 [2] Website leads	21,494	283,316	€9.67 [2] Per Lead	€3,637.18	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		193 [2] Website leads	13,375	74,091	€5.45 [2] Per Lead	€1,052.04	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		32 [2] Website leads	4,717	22,811	€9.64 [2] Per Lead	€308.42	23 Oct 2022	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		21 [2] Website leads	4,696	13,456	€8.53 [2] Per Lead	€179.08	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		22 [2] Website leads	4,088	13,628	€11.14 [2] Per Lead	€244.99	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		5 [2] Website leads	437	2,427	€30.29 [2] Per Lead	€151.44	Ongoing	
Results from 11 campaigns			2,314 [2] Website leads	202,539 Accounts Centre acco...	1,274,666 Total	€6.52 [2] Per Lead	€15,098.40 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

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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



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[LinkedIn](#)