

CASE STUDY:

CLIENT COMPANY: Construction Company

COMPANY: [REDACTED]

DATE: 5/13/22



CLIENT GOALS: Create a custom lead generation campaign for recruitment purposed, as well as a brand awareness campaign.. Optimized to generate job applications at a low cost, and as many views as possible from the target audience.

CLIENT RESULTS:

3,257,642 Views, 676,560 people reached, 846 link clicks to job applications, and 87 DM Conversations for job openings. Total cost \$8,984.78.

Campaign	Budget	Results ↓	Cost per result	Amount spent	Impressions	Reach
Recruitment Ads - RT	\$40.00 Daily	277,583 Reach	\$6.48 Per 1,000 People Re...	\$1,800.01	777,412	277,583
Geo Targeted - RT	\$16.00 Daily	35,000 Estimated Ad Recall ...	\$0.15 Per Estimated Ad Re...	\$5,285.43	2,019,545	405,249
Job Fair Campaign 3/28/22 - RT	\$30.00 Daily	8,500 Estimated Ad Recall ...	\$0.08 Per Estimated Ad Re...	\$704.56	312,802	130,400
Recruitment Campaign 2/8/21 - RT	\$25.00 Daily	846 Link clicks	\$0.81 Per Link Click	\$681.06	125,521	48,611
Branded Campaign 2/8/21 - RT	\$14.00 Daily	650 Estimated Ad Recall ...	\$0.19 Per Estimated Ad Re...	\$125.30	5,969	3,064
Recruitment Ads - RT - DM	\$40.00 Daily	87 Messaging Conversa...	\$4.46 Per Messaging Conv...	\$388.42	16,393	6,702
Results from 6 campaigns		Multiple conversions	Multiple conversions	\$8,984.78 Total Spent	3,257,642 Total	676,560 People

HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- Video Optimization for FB Ads
- Image Optimization for ads
- Custome bespoke graphics
- Creation of invalid click blocking system
- New Call Tracking Reporting with Call Recording and Instant/Daily/Weekly/
- Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Daily Optimizations
- A/B Split Testing of Locations