

Case Study for a INSURANCE INDUSTRY

To increase traffic for clients website.
To increase organic engagement and Facebook page likes.



Challenge

- 1. The main challenge was to lower the cost per result.
- 2. To Increase organic engagement on clients social accounts.

Reason for low performance:

- 1. No Consistency of social media posting
- 2. No attractive social media posts
- 3. No proper sharing of mix content (Motivational, Facts, humor and Business posts)
- 4. No proper monitoring of Ad campaign
- 5. No A/B testing for Ad campaign

Campaign Performance Comparison

Monthly Comparison:-

RESULT FOR THE MONTH OF APRIL

Resul	React	Frequenc	Cost per result	Amount spent
14 Link Clicks	2,009	1.49	\$1.04 Per link click	\$14.58
156 Link Clicks	2,155	3.54	\$0.43 Per link click	\$66.72
61 Link Clicks	1,642	1.65	\$0.49 Per link click	\$30.19
— Link Click	—	—	— Per link click	—
—	—	—	—	—
232 Link Clicks	4,974 People	2.70 Per Person	\$0.48 Per link click	\$111.82 Total Spent

RESULT FOR THE MONTH OF MAY

5 Link Clicks	415	1.45	\$0.72 Per link click	\$3.60
23 Link Clicks	1,748	1.29	\$0.71 Per link click	\$16.32
268 Link Clicks	5,814	2.44	\$0.51 Per link click	\$135.54
— Link Click	—	—	— Per link click	\$0.00
—	—	—	—	\$0.00
296 Link Clicks	7,429 People	2.33 Per Person	\$0.53 Per link click	\$155.46 Total Spent

Solution & Process:

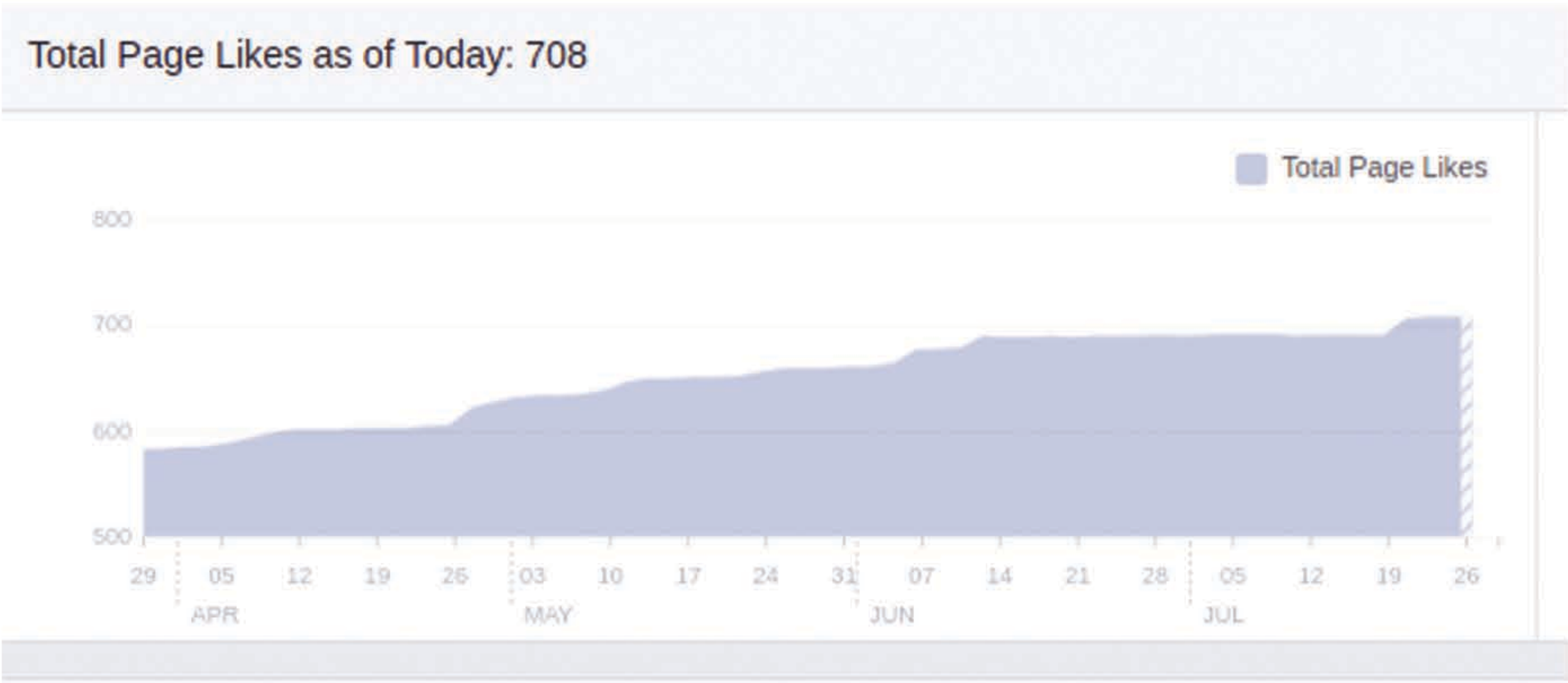
1. To increase traffic for clients website:

- We took over the campaign, we created attractive Ad copies and started doing A/B testing with different Images, Headline and Ad text.
- We did carousel ads which gave a good boost to the facebook ads.
- Narrow the target audience.
- This helped has to increase website traffic and decrease the cost per result.

2. To increase organic engagement and Facebook page likes:

- We started with creating social media content for this business that included 10 Business posts and 10 motivational / facts / humor / video content that is relevant to the business and for these content we created attractive images.
- Know Your Optimal Times to Post on Facebook (when the fans are most online.)
- There was a proper content mix foreg: on monday we post #MondayMotivational posts.
- We also started sharing these posts on relevant groups
- Focusing on Posts with a proper CTA

Organic page like growth



Examples of Engaging content on social media for better engagement.
(Organic Engagement)

Like Page

Published by socialmedia (?) · 28 May ·

During the time your car is on lease, some companies add free collision insurance.

During the time your car is on lease, some companies add free collision insurance

Performance for your post

2,627 People Reached

18 Likes, Comments & Shares

3 Likes

0 On Post

3 On Shares

9 Comments

0 On Post

9 On Shares

6 Shares

6 On Post

0 On Shares

72 Post Clicks

5 Photo views

0 Link clicks

67 Other Clicks

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts