# Case Study for a

# Auto Dealer Industry

- 1. To increase the traffic and get leads for client's website.
- 2. To increase organic engagements and Facebook page likes.

## Challenge

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

### Reason for low engagement

- No Consistency of social media posting.
- No attractive social media posts.
- No proper sharing of mix content.
- No proper monitoring of Ad campaigns.
- No A/B testing for Ad campaign.

### To increase organic engagement and Facebook page likes:

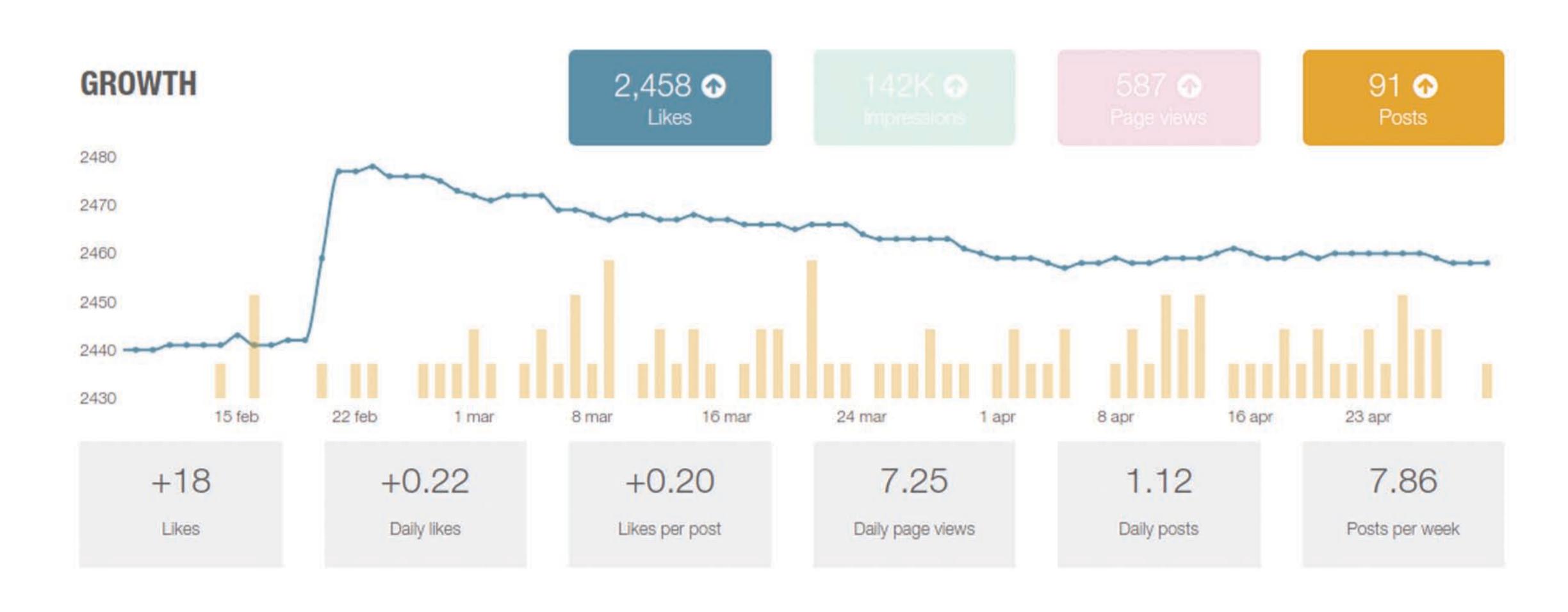
- We started with creating social media content for this business that is relevant to the business and for these content we created attractive images.
- Know Your Optimal Times to Post on Facebook (when the fans are most online.)
- We also started sharing these posts on relevant groups
- Focusing on Posts with a proper CTA

# Solution & Process

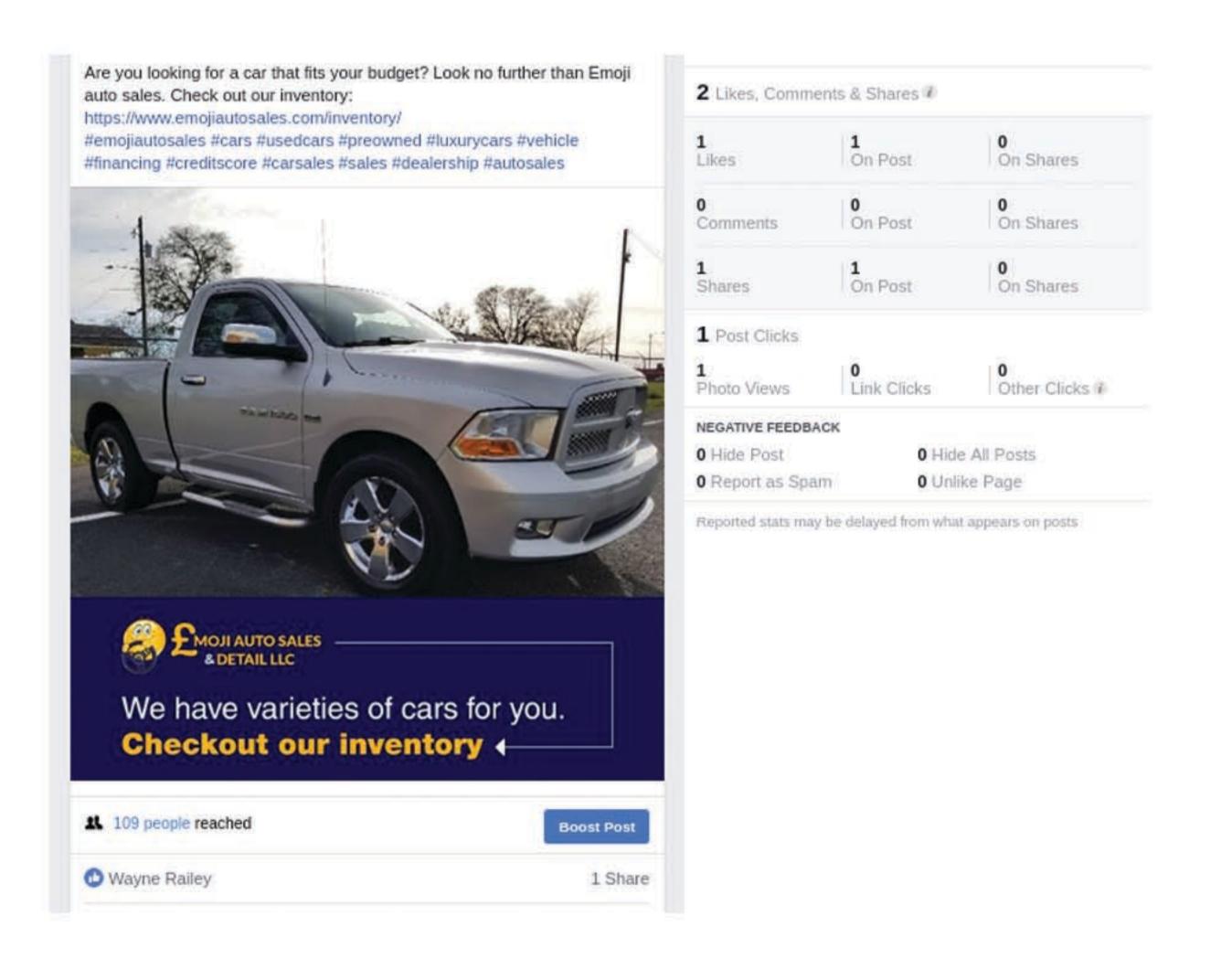
#### To increase traffic and leads for clients website:

- 1. We took over the campaign; we created attractive Ad copies and started doing A/B testing with different Images, Headline and Ad text.
- 2. We did carousel ads which gave a good boost to the Facebook ads.
- 3. Narrow the target audience.
- 4. This helped has to increase website traffic and decrease the cost per result.
- 5. We got 100+ quality leads for the client's website.

## Organic page like growth



# Examples of Enaging content on social media for better engagment. (Organic Engagement)



# Campaign Performance Comparison

## Result of website traffic ad campaign



## Result of lead generation ad campaign

