

Case Study for a Matrimonial Business

Acquiring signups and driving traffic to client’s website with the help of Facebook Website Click.



Challenge

Building strong brand presence and driving maximum traffic with the help of Facebook Website Click ads with the budget of \$200/month.

Problems

- Low brand presence.
- Target audience was not accurate.
- Promoting on wrong device.
- Budget was too low.
- Low ad quality.
- No retargeting campaign was setup.

Results

3-phase marketing approach helped client to achieve the following in 3 months:

- 2x return over ad spend.
- 3x increase in reach.
- 50% improvement in driving traffic on the website.

Solution & Process:

“One step at a time”

We took a 3-phase marketing approach to achieve the objective during a 3 month ad campaign.

For the first phase, we used website click objective with catchy ad designs and content to increase brand awareness and showcasing the service of the client, encouraging people to visit its website.

In the next phase, we used the Facebook pixel to track conversions on its website, and then created Custom Audiences of people who visited the website through ads and retargeted the ads to the audience who were tracked.

For the third phase, we made those ad live which were having highest number of engagement in previous 2 months by using Lookalike Audiences to reach out to potential audience with profiles similar to those who had shown interest in its service.

Comparison

Campaign Performance Comparison

Results	Reach	Impressior	Cost per result	Budget
494 Link Clicks	25,000	30,866	\$0.40 Per link click	\$200.00 Lifetime

MARCH
(1st to 31st)

Results	Reach	Impressior	Cost per result	Budget
1,009 Link Clicks	60,721	72,555	\$0.20 Per link click	\$200.00 Lifetime

APRIL
(1st to 30th)

Results	Reach	Impressior	Cost per result	Budget
1,223 Link Clicks	37,500	43,316	\$0.14 Per link click	\$200.00 Lifetime

MAY
(1st to 31st)

Client’s Testimonial

“We got total signup as of today 15. Good job! I will keep on renewing each month as long I get 15 lead. Keep it up!”

Mohammed Mortoja,
Digital Marketing Lead.