

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:

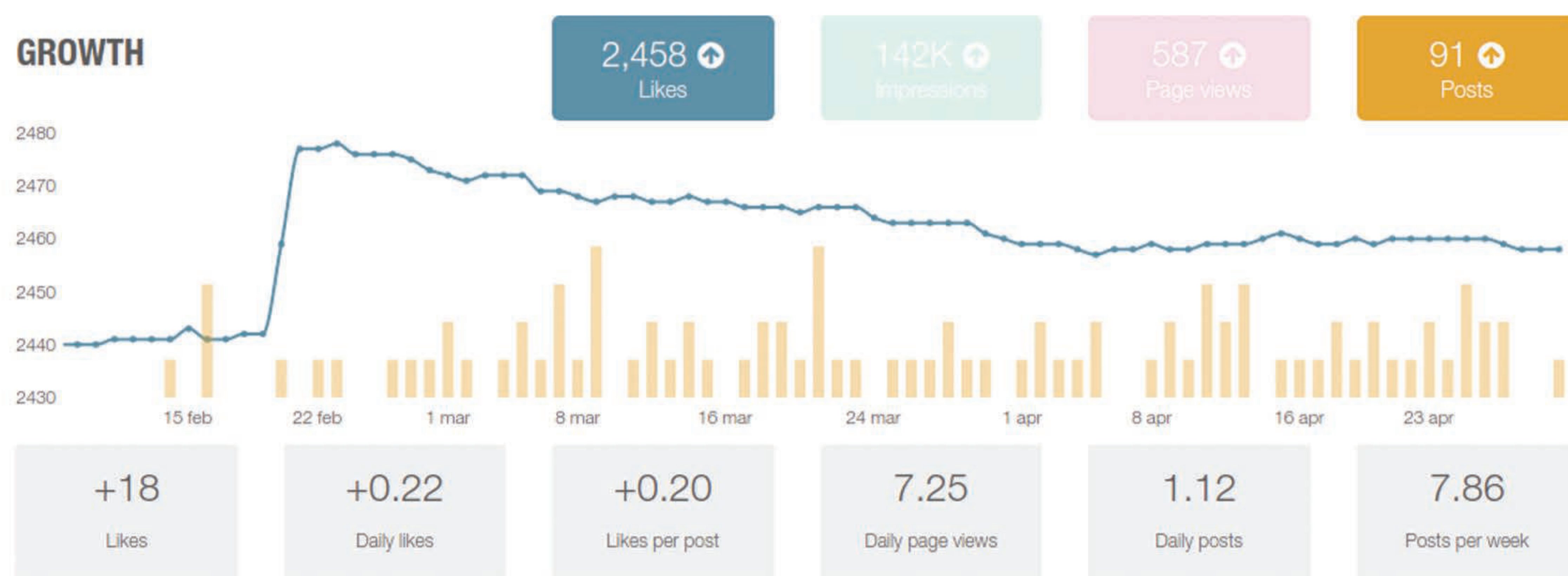
- We started with creating social media content for this business that is relevant to the business and for these content we created attractive images.
- Know Your Optimal Times to Post on Facebook (when the fans are most online.)
- We also started sharing these posts on relevant groups
- Focusing on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

Solution & Process

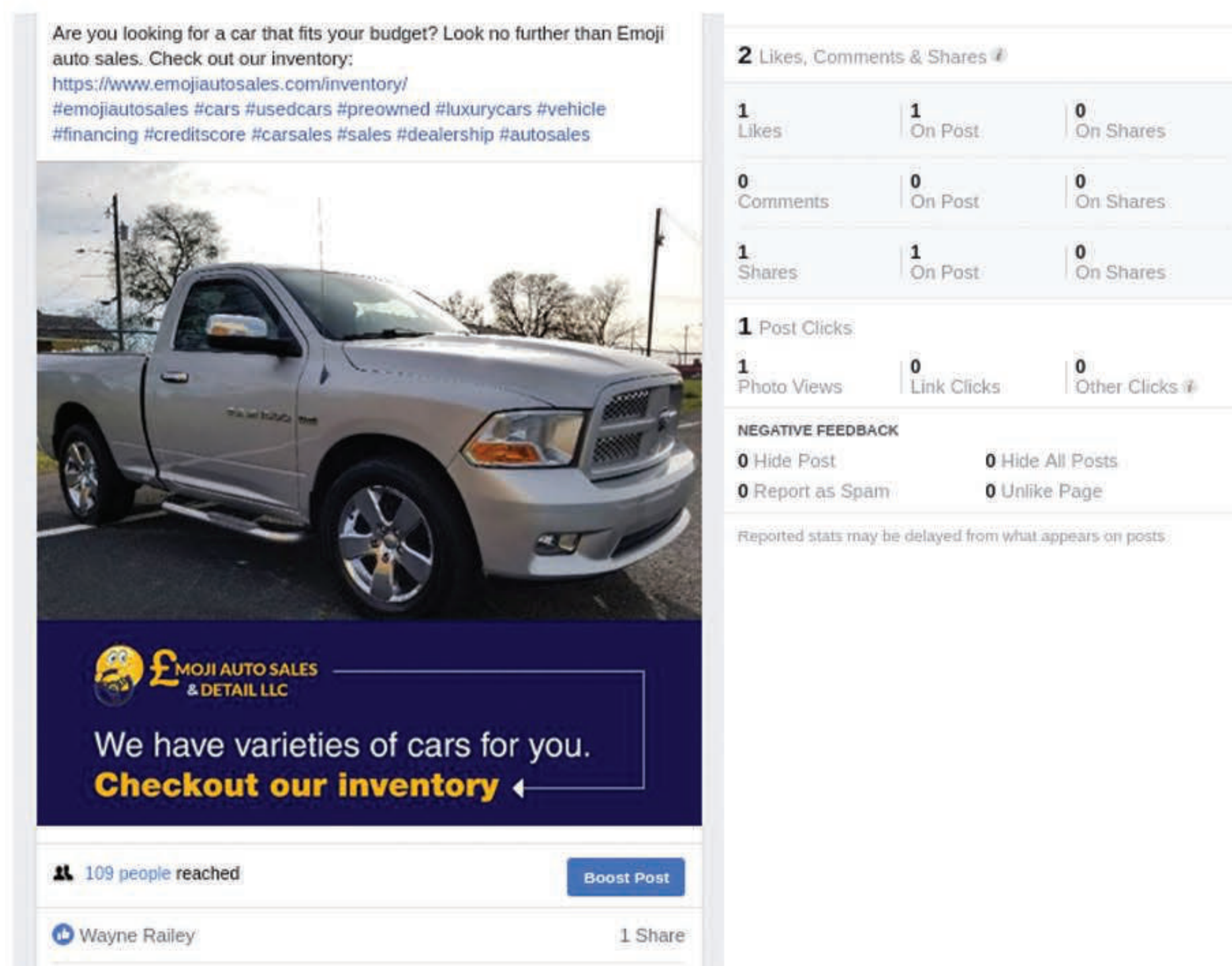
To increase traffic and leads for clients website:

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



Campaign Performance Comparison

Result of website traffic ad campaign

Ad Set Name	Results	Reach	Impressions	Cost per Result
website traffic - 1/4/19	1,382 Link Clicks	37,573	66,297	\$0.43 Per Link Click
Results from 1 ad set		37,573 People	66,297 Total	\$0.43 Per Link Click

Result of lead generation ad campaign

Ad Set Name	Results	Reach	Impressions	Cost per Result
lead gen - 1/4/19	199 Leads (Form)	24,457	41,323	\$5.58 Per Lead (F...
LeadGen - 24/10/18	102 Leads (Form)	21,112	59,018	\$12.70 Per Lead (F...
Results from 2 ad sets		42,216 People	100,341 Total	\$8.00 Per Lead (F...