

CASE STUDY

Inside The Facebook Advertising Campaign That Returned \$9.71 For Each Dollar Invested



Category:

Health and Wellness

Product:

Education/Information

Objectives:

- Maximize sales of a \$997 educational product.
- Generate a scalable stream of qualified leads for less than \$4.00 for each email collected.

Strategy:

- Maximize revenue by running Facebook advertising campaigns targeting both warm and cold traffic.





Tactics:

- Drive traffic to a Landing Page where the prospect provides their name and email address in exchange for content of value (Lead Magnet).
- Encourage people who have requested the Lead Magnet to register for a webinar that presents additional information, and offers a \$997 course.

Campaign Date Range:

- May 1 - June 25, 2016

Execution:

- A proprietary Marigold process was used to define the target. The process began by identifying larger audiences with an expressed interest in pain relief and people who identify themselves as a natural health practitioner.
- Extensive testing of different campaign ads and targets took place. Based on results, the target was adjusted and the creative execution of the ads was optimized.
- Marigold created, tested, and optimized ads based on a selection of variables including color, contrast, and headline message.
- High performing campaigns were scaled up and less effective campaigns were scaled down or eliminated.
- 20 different ad sets were run as elements of four different campaigns. Each ad set drove traffic to a specific Landing Page.
- The Landing Page offered relevant content of interest to the target.
- With Marigold's insights, the Landing Page was optimized to include a headline, a call to action, and bullet points.
- The Confirmation (Thank You) Page displayed after the prospect requested the lead magnet included a box for the prospect to check to provide permission for future email marketing.
- This page also invited prospects to register for an educational webinar where the product offer was made.





Results:

- A total of \$13,739 was invested in 31 different campaigns.
- 4,515 leads were created at a cost of \$3.04 per lead, 24% below the initial financial goal.
- Of the 4,515 leads created, 1,279 registered for a webinar at a cost per registrant of \$10.74.
- Of the 1,279 webinar registrants, 134 invested in the product being marketed.
- Total sales were \$133,598.
- ROI for the Facebook ad campaign was 971%.

Campaign Name	Amount Spent	Lead Count	Cost Per Lead	Completions	Cost Per Action	Registrants	Total Sales
Marigold Conversions Emotion Code Offer Dr. Brad Warm Traffic May 2016	\$3,773.41	2,178	\$1.73	724	\$5.21	65	\$84,745.00
Marigold Conversions Emotion Code Offer Healer's Library Warm Traffic May 2016	\$3,257.26	1,226	\$2.66	427	\$7.63	44	\$43,866.00
Marigold Conversions Emotion Code Offer Dr. Brad Cold Traffic May 2016	\$2,555.38	843	\$3.03	99	\$25.81	4	\$3,988.00
Marigold Conversions Emotion Code Offer Healer's Library Cold Traffic May 2016	\$1,092.45	268	\$4.08	28	\$39.02	1	\$997.00
Marigold LINKS Healer's Page May 2016	\$1,096.36	---	---	---	---	---	\$0.00
Marigold LINKS Dr. Brad Page May 2016	\$0.00	---	---	---	---	---	\$0.00
Summary	\$13,739.76	4,515	\$3.04	1,279	\$10.74	134	\$133,598.00
	Ad Spent	Total Leads	Cost Per Lead	Webinar Reg on TYPage	Cost Per Webinar Registrant	# of Programs Sold	Total Sales

Analysis:

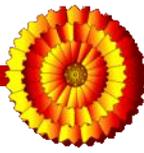
The most profitable traffic, which accounted for 63% of revenue, was warm traffic.

This result reflects the Marigold strategy of maximizing opportunities with strategically cultivated audiences to extend a relationship. This takes place by targeting people who have already expressed a degree of interest.

Members of these warm audiences are drawn from sources including...

- Uploaded email lists
- Website visitors
- Video viewers
- Facebook fans
- Landing page visitors





While warm audiences are clearly the most desirable, typically by a factor of 20, the process of creating and nurturing them begins by targeting cold audiences.

Cold audience sources include...

- Buyer lookalikes
- Email list lookalikes
- FB page lookalikes
- General interest groups

Both warm and cold audiences are a required element of the overall campaign mix. Ongoing efforts to encourage engagement and elevate the quality of the audience members are critical.

ABOUT MARIGOLD MARKETING

Marigold focuses on designing, executing, and optimizing high ROI Facebook advertising campaigns.

Lead generation, traffic generation, and event promotion are the firm's core capabilities. Proprietary processes for delivering results have been drawn from the testing and analysis of more than 52,373 Facebook ads run for clients.

We manage campaigns for a select group of active marketers around the world. If you are investing \$4,000+ monthly in Facebook advertising, and would like your investment to deliver stronger ROI, let's learn more about each other.

Schedule a FREE Facebook Ad Audit

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