

Case Study for a Health Care Industry!



Challenge

The client required leads for the business but did not have any Social Media Presence. Their main goal was to improve their social media presence as well as get leads for their business.

Goal

Our Goal was to build some online presence and help our client build some brand awareness and engagement followed by leads which will help them grow their business.

Our Approach

As they had no presence on social media, we initially started with a brand awareness campaign which would help them grow their presence on social media. After a month we started running Facebook on-page lead ads which would help them generate leads. We designed and created the content for the ad copies and optimized them daily to ensure the ads were seen by the right set of targeted audience.

Comparison

Brand Awareness Campaign Performance Comparison

Reach	Impression	Result
0	0	0

FEBRUARY 2023

Solution & Process

Since the ultimate goal was to get leads we initially decided to create an awareness of their brand and then decided to focus on generating leads.

Within a short span of time, we were able to achieve great results.

Results

We initially started running a brand awareness campaign for the first month and got an increase in reach. For the second month, we started running Facebook on page lead ads. With daily optimization and correct targeting we saw an increase in genuine leads. We managed to overcome the challenge of getting leads with zero online presence on social media platforms.

Reach	Impression	Result
29,365	59,745	29,365

MARCH 2023

Comparison

Facebook On-Page Campaign Performance Comparison

Reach	Impression	Leads
0	0	0

MARCH 2023

Reach	Impression	Leads
3,683	17,977	15

APRIL 2023