

Case Study for a Employment Hiring & CDL Training Service



Challenge

The super competitive business brings many challenges when it comes to Instagram. The client came to us in May 2022, with no Social Media presence. When he opted for Facebook Ads the biggest obstacle was the targeting options. As we had to run ads under the Special Ad Category in which we were having limitations in targeting the appropriate keywords and audience.

Goal

The client offers a driver's ownership mentorship program. The client objective was primarily to hire drivers that were to own their own truck.

Our Approach

So, initially we suggested they grow the Facebook page presence by regularly posting images and simultaneously running an Facebook Page Like Ad Campaign. When the adequate audience was accumulated with the Pixel's we reciprocated our campaign to On-Page Lead Generation Ad Campaign.

Solution & Process

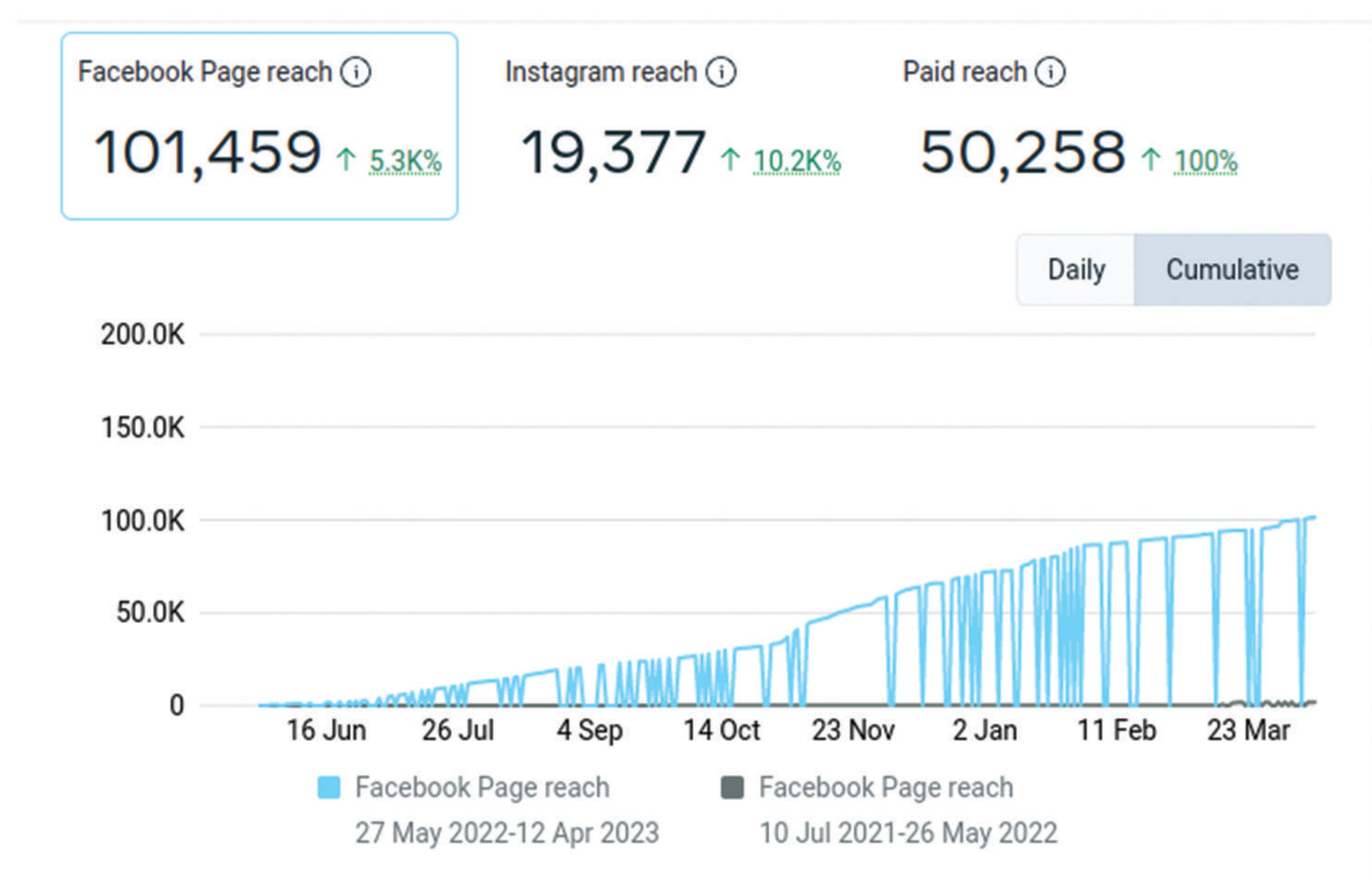
As the client wasn't having any online presence we needed to start from scratch. Based on the client's business objectives and market analysis, we crafted a comprehensive marketing strategy. From enhancing the page performance to generating the quality leads, everything was well planned.

Results

We initially received very few leads, and the cost per lead was also very high. However, we continued to optimize the targeting, and eventually we started seeing the progress in the campaign. We saw an increase in the number of leads as well as a decrease in the cost per lead over a period of time. Despite our limitations in targeting the audience, we assisted the client in achieving the best results from the social media campaign.

Organic Result Growth Chart

As you can see in the screenshot attached below there has been tremendous & constant growth in Facebook Page Reach, Instagram Reach & Paid Reach.



Paid Results

Campaign Performance Comparison

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	New Leads campaign	26 On-Facebook leads	7,312	13,097	\$11.96 Per on-Facebook lea...	\$310.98	0

(Lead Ads 1st Aug - 31st Aug 2022)

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	New Leads campaign	39 On-Facebook leads	5,808	16,344	\$7.91 Per on-Facebook lea...	\$308.50	0

(Lead Ads 1st March - 31st March 2023)

Facebook Page Like Ad Campaign

(27th March 2022- 12th April 2023)

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Page Like Ad Campaign (27th May)	562 Page Likes	16,137	39,421	\$2.28 Per Page Like	\$1,281.35