

From ELC To BTG

Meta Ad Case Study

CJ and Co Creative

Name

Industry

Broward Therapy Group (BTG)

Individual, Family, & Group Counseling

Client Overview

BTG offers therapy for kids, teens, and adults. We filled their Grand Opening Celebration event by utilizing a paid ad strategy on Facebook and Instagram to support their organic marketing efforts as well as gathered leads for their unique therapy groups while also growing their email.

Strategy Breakdown

Broward Therapy Group is a brand-new therapy practice that recently emerged from its parent business, Evolve Learning Community (ELC). They specialize in therapy for neurodivergent children, teens, and young adults. Our objective was to raise brand awareness in the community with a Grand Opening Celebration and to capture leads for the unique therapy groups they offer for their community.

Check out this reel from their Grand Opening Celebration [here](#).

Problem

Strategy

BTG is brand-new as it just split from its parent company, ELC. We wanted our warm audience to be informed of the separation and also wanted to get the word out to new people about their unique therapeutic offerings. Like their parent company, ELC, BTG is very niched and unique, so we needed a way to reach more people quickly to raise awareness.

I knew we needed to focus on getting the word out to parents of neurodivergent children for the groups and local mental health pros specifically for the Grand Opening, so I used a combination of lead generation and traffic campaigns, targeting a 10-15 mile radius from their location in Tamarac, FL. to cold audiences and retargeted our warm audience from ELC.

Key Statistics & Results

Key Stats for Campaign 1

We filled all 25 spots available for the Grand Opening on Eventbrite and created a waitlist for additional people to sign-up - we had 20 people show up in-person for the event.

The owner was overjoyed with the turn-out for the event!

Key Stats for Campaign 2

This was our re-targeting campaign. It let people in our warm audience know about the event and also got the word out about the official division of BTG from it's parent company, ELC.

People in our community responded by supporting our announcement with likes and shares.

Key Stats for Campaign 3

This was our Open Lead Generation campaign which has to date gathered over 80 leads interested in BTG's unique therapy groups!

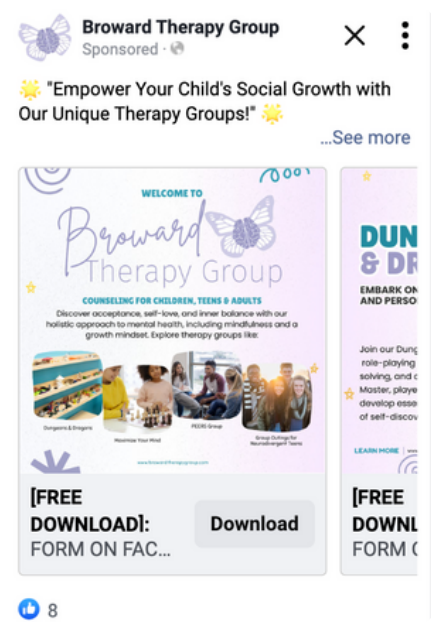
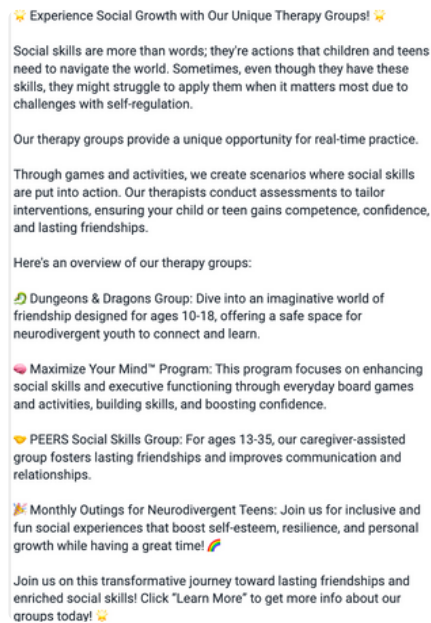
We have grown our email list from 0 to 80 in a short time with a small budget.

Results ↓	Cost per result	CTR (link click-through...)	Unique outbound CTR...
958 Link clicks	\$0.43 Link Click	1.80%	3.78%
186 Link clicks	\$0.42 Link Click	1.26%	1.92%
106 Link clicks	\$0.69 Link Click	1.05%	1.73%
60 On-Facebook Leads	\$5.87 On-Facebook Leads	1.03%	—
— Multiple conversions	— Multiple conversions	1.50% Per Impressions	2.92% Per Accounts Cen...

nd	CPM (cost per 1,000 impressions)	CPC (All)	Frequency ↓
	\$21.54	\$0.85	2.55
	\$7.81	\$0.20	2.51
	\$7.30	\$0.23	1.78
	\$5.27	\$0.28	1.66
2.92% ts Cen...	\$9.73 Per 1,000 Impressions	\$0.29 Per Click	2.60 Per Accounts Center acco...



Some Of The Ad Creative + Copy Used



Here are the **RESULTS** from our campaigns!

- We had around 20 people attend the Grand Opening Celebration & we have grown our email list from 0 to 82 subscribers to date (11/2/2023)!
- We ran ads for the Grand Opening from 9/19/2023 until the morning of the event, 10/10/2023 and simultaneously ran lead generation campaigns to grow their email list - the top-performing lead generation ads are still running as of today, 11/2/2023.
- I had tested audiences the month before starting ads for the Grand Opening Event so I already had a good idea of what audiences performed best. We also had our warm audience from the parent business, ELC, to retarget for our event.
- We were on a time crunch to get the ads up and running for the event so the client's marketing team was a bit overwhelmed getting all of the creative ready.
- Next time I will make sure to test more creatives so we can optimize the ads even more! This time I monitored the event registrations and other key metrics to insure ads were performing well for the event and lead generation efforts.

“It was good! I think about 20 came. It went by so fast”

CHRISTINA SULLIVAN, OWNER OF BTG, WHEN ASKED ABOUT THE GRAND OPENING TURN OUT.

LET'S GET IN TOUCH

Thanks so much for taking the time to check out my case study! I'd love to chat more about whether or not Facebook and Instagram ads are a good fit for your business!

Even if ads aren't the right fit for you, I'd still love to stay friends :) Come follow me and let me know what you're up to!

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