

Kathy the VA

Meta Ad Case Study

November 2023

Company Name

Industry

Kirk & Company Jewelers

Custom Designed, Hand-crafted Jewelry

Client Overview



KIRK & COMPANY JEWELERS PROVIDES JEWELRY SERVICES, CUSTOM JEWELRY DESIGN, WATCHES, AND ENGAGEMENT RINGS TO THE MILFORD, INDIAN HILL, MONTGOMERY, BLUE ASH, KENWOOD, GOSHEN, MASON, LOVELAND, AND CINCINNATI, OH AREAS.

Strategy Breakdown

Problem

Strategy

Kirk & Company hold a Holiday event each November the weekend after Thanksgiving. They set up a Facebook Event as one of their strategies for getting the word out to local people. Their goal was to make even more people aware of the event.

The strategy they were using was to boost the event on Facebook and they were paying per engagement on the Event which was a higher cost. I changed the strategy and the results was higher engagement on the Event with lower costs compared to the previous year.

Key Statistics & Results

HOMETOWN FOR THE HOLIDAYS NOVEMBER 9 - 26

Goal: Drive people to the Hometown for the Holidays Event

1 Campaign, 3 ads: 2 videos + 1 static

Overall Performance Results:

- Post engagements: 52,489
- Reach: 44,956 accounts center
- Impressions: 96,374
- Average Cost Per Post Engagement: \$0.01
- Total Spent: \$786.73

STATIC IMAGE

Reach: 5,457

Impressions: 9,417



Kirk & Company Jewelers Sponsored ·  

Join us for "Hometown for the Holidays" in Historic Milford from Friday Nov 24th - Sunday Nov 26th. [...See more](#)

   342

15 shares

Reach is the number of Accounts Center accounts that saw your ads at least once. Reach is different from **impressions**, which may include multiple views of your ads by the same Accounts Center accounts.



VIDEO #1

Used an 8 second +/- clip of this video from last year's event, original sound.

Reach: 33,388

Impressions: 62,933

Performance overview

Post engagements ⓘ

35,499

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Per Post Engagement ⓘ

\$0.01

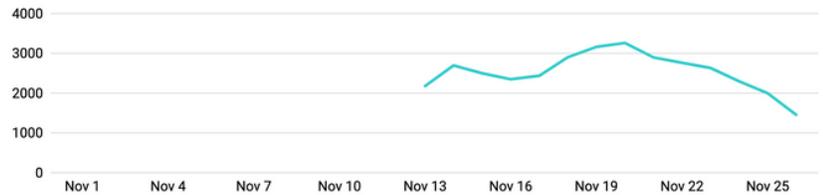
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Amount spent ⓘ

\$416.15

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Post engagements



[Click here to view video](#)

Looks great, thank you!

TIMOTHY KIRK
OPERATIONS MANAGER
KIRK & COMPANY JEWELERS



Kirk & Company Jewelers

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Join us for "Hometown for the Holidays" in Historic Milford from Friday Nov 24th - Sunday Nov 26th. [...See more](#)



👍❤️ 42

1 comment 4 shares

VIDEO #2

This was a video made from a few pictures from last year's event. (click link below to view video)

Reach: 13,476

Impressions: 24,024

[Click here to view video](#)

Post engagements ⓘ

16,390

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Per Post Engagement ⓘ

\$0.01

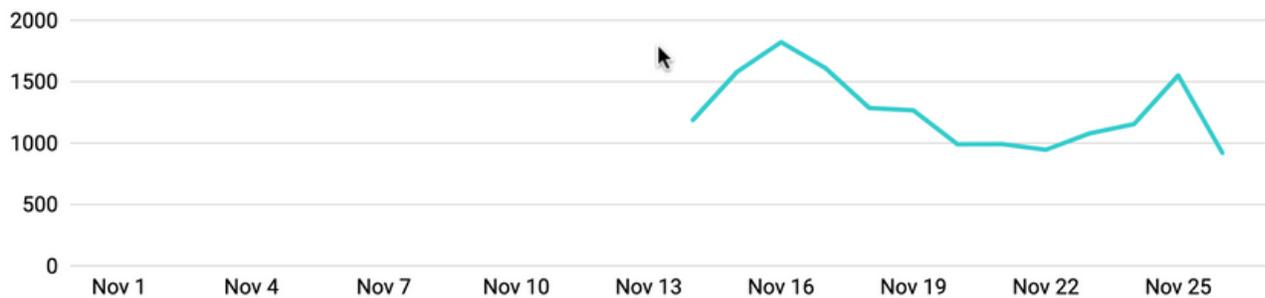
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Amount spent ⓘ

\$184.43

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Post engagements



LET'S HAVE A CONVERSATION!

Hello! I'm Kathy Powell

I am passionate about helping small business owners expand their brand visibility through Facebook and Instagram Ads.

As an Ad Manager/Strategist, I specialize in creating highly-targeted ad campaigns that attract qualified leads, increase brand visibility, and unlock unparalleled business growth.

If you are ready to expand your visibility to attract a larger client audience, then I am here to be your dedicated Ads Manager.

Click the link below to book a call and fill out an application to work with me!

[Book Your Discovery Call](#)



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