

From Crickets To Clients

Meta Ad Case Study

Van Dam Ad Management

Company Name



Industry

Van Dam Ad Management

Marketing

Client Overview

I was ready to take my business to the next level, so I decided to run a campaign. My goal? To beef up my email list and reel in more leads. Knowing that running an ad campaign was the quickest route to success, I jumped right in. As someone who specializes in managing ad campaigns for coaches, I was eager to spread the word about my own business to a wider audience.

Strategy Breakdown

Problem

I want to create a network of coaches for my email list. As I am just getting this started I did not have a large number of people to add to my email list.

Strategy

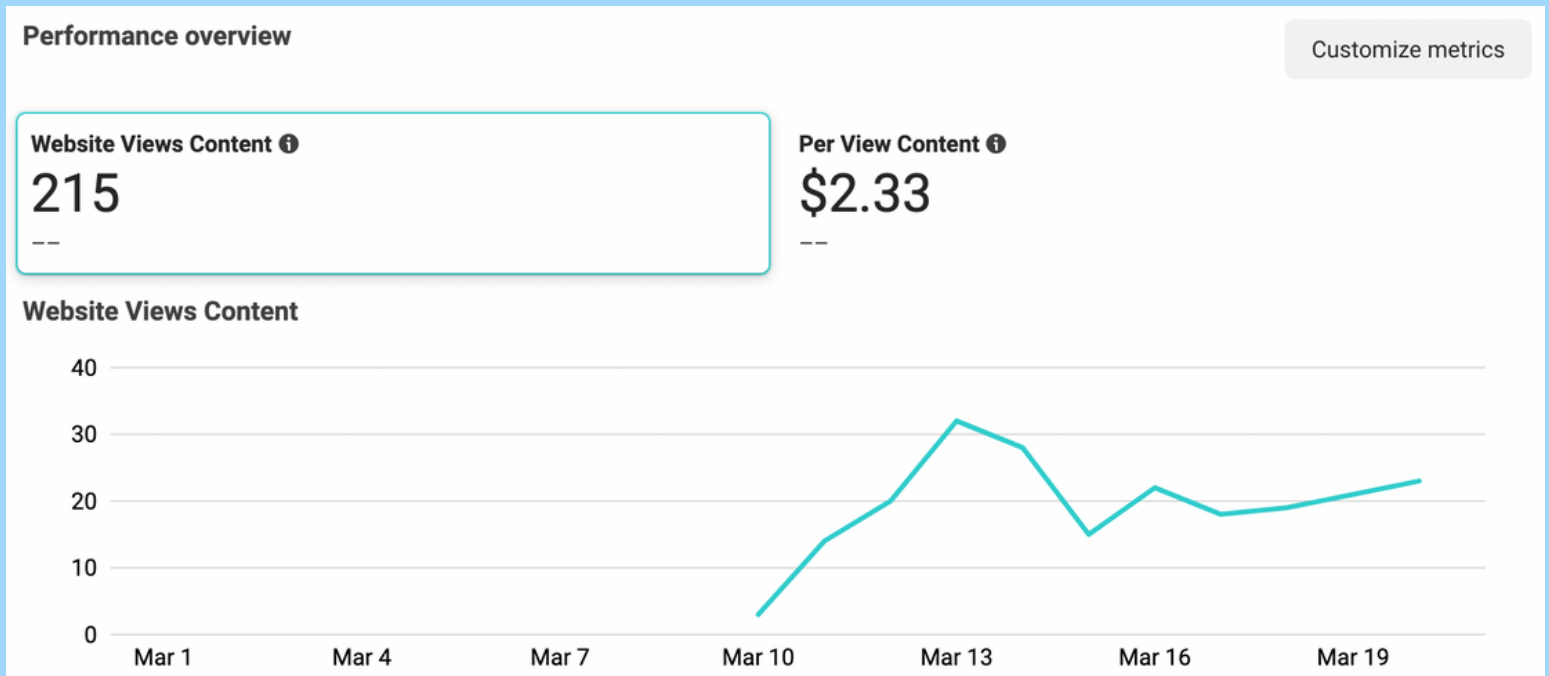
I decided to do a lead generation campaign that would offer a free quiz if they give me their name and email address. I would use three cold ad sets to find my target audience.

Key Statistics & Results

GOAL: Drive people to my email list using a Free Quiz on Ad Management

I did one campaign with 3 different cold audiences. For these 3 audiences, I created 3 ad visuals (video, gif, and static image) and 3 different copies. I then tested these elements to find the highest-performing. Once I figured out the highest-performing ad set I scaled this ad set.

I found that my video ad was performing the best and one of my cold audiences was converting extremely well. I was able to scale this successfully and get more leads for my email list.



Ad Sets

1

Website Views Content ⓘ

139
--

Per View Content ⓘ

\$1.97
--

2

Website Views Content ⓘ

47
--

Per View Content ⓘ

\$2.44
--

3

Website Views Content ⓘ

29
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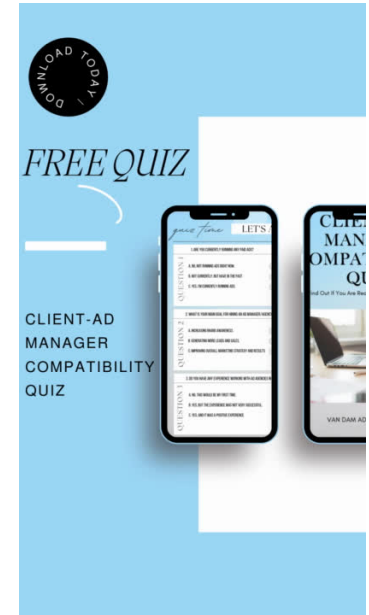
Per View Content ⓘ

\$3.88
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Some Of The Ad Creative Used



Video Link



Gif Link

Are you struggling to get noticed with organic traffic?

Do you feel like you are constantly being creative and active online but nothing is happening? Organic reach is at its all-time worst, but paid ads are at its all-time best.

Control your marketing and get in front of your IDEAL CLIENTS.

Take our FREE QUIZ and see if Ad Management is right for you. Take the Quiz to gain the confidence to know that you are making the best-informed decision for your unique business.

Are you ready to take your business to the next level?

Take our FREE QUIZ now by clicking the DOWNLOAD button.

You might be asking yourself: "What could an ad manager do for my business that I can't?" That's the million-dollar question, isn't it? The truth is, that an ad manager brings a wealth of expertise, experience, and insights to the table – the kind of insights that can transform your ads from merely existing to actively thriving.

Take the FREE QUIZ and uncover the insights that will finally put your mind at ease. Discover if you're truly ready to step into a world where your ads work harder, smarter, and more effectively than ever before. Join the ranks of successful businesses who have made the leap to hiring an ad manager, and unlock the door to a whole new level of advertising success.

Don't let uncertainty hold you back – take our FREE QUIZ now and discover if you're ready to take your business to new heights. Your journey to advertising excellence starts here.

Click Download Now!

Present the results from your campaigns

- This campaign ran for 10 days.
- I was thrilled to see my email list grow with such a minimal cost per view.
- I tested three cold audiences and one excelled over the others I took this data and made sure I scaled this audience over the other two.
- The video ad sets excelled compared to my static image. The cost per view on video was significantly lower. I will be focusing on video ads going forward.

LET'S GET IN TOUCH

Hello, I am Pauline. Thank you so much for checking out my case study.

I'm passionate about helping coaches like you achieve success in the digital advertising world. For businesses hungry for online success, I specialize in crafting highly targeted Facebook ad campaigns that attract qualified leads, increase brand visibility, and unlock unparalleled business growth.

I would love to be a part of your team and create you a personalized strategy. I am very passionate about ads because I know the impact they can have on businesses just like yours. I want to help you work less but make more money.

If you are interested in working with me click the link below to get started. Looking forward to connecting with you and helping your business grow.

PAULINE VAN DAM

Don't be shy! Book A Free Consultation Call Today

[CLICK HERE TO BOOK A CALL](#)

