

From Startup to... **STANDOUT**

An Ecommerce Journey

Client Overview



CJ's Master Formula has a history of traditional sales at auto shows nationwide for its handful of classic car care products. We determined the customer favorite (hero product) within the product like and focused on increasing exposure within the auto industry. With the founder, CJ Larkins, getting older in age sales and exposure was at an all time low. One of his sons, Noel Larkins, took the helm of the company in 2022, quit his full time job and went all in on the family business. *CJ's Master Formula* needed to find its target market again (this time in online and space) and standout in an already saturated auto-industry market.



Problem

New online store with little traffic or sales. It was imperative that *CJ's Master formula* generate sales, or CJ's son would not be able to sustain the overhead for the business or his new, growing family.

Strategy

Using what little creative assets *CJ's Master Formula* had, we created a variety of ads (video, static, carousel). We were able to discover what ads + copy were converting and scale those ads to create a profitable online revenue stream.

Key Ads & Results

Best Performers of 2024



Ad	CTR (all)	CPC (all)	AOV	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...)
B: Chris Video Demo	3.28%	\$0.20	\$49.35	3.45 [2]	3.45 [2]
B: Single Static Gloss Back in Stock	4.84%	\$0.21	\$33.30	9.32 [2]	9.32 [2]



* 2024 KPI Results:

ROAS: 3.45x

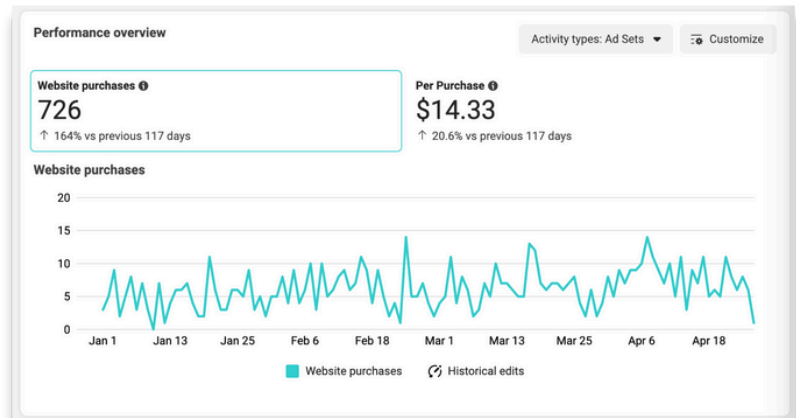
CTR: 3.28% [Industry standard: >2% is great]

CPC: \$.20 [Industry standard: <\$1 is great]

CPM: \$6.57 [Industry standard: <\$20 is great]

Unique Clicks: 36,260

Frequency: 2.68 [Industry standard: <3 is great]



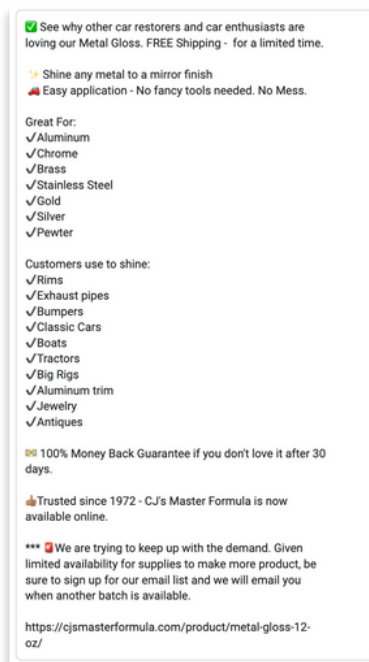
* We've had great results with video ads!

Other Example Ad Creative + COPY

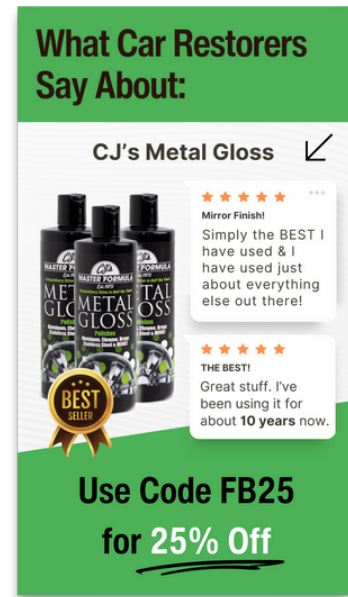
Creative:



Copy:



Creative:



* Other Notable Results

- **Website Visitors:** From 200 monthly website visitors to 80k website visitors in 90 days
- **Email List:** From 50 to 1,823 in 90 days
- **Facebook Followers:** 5500% increase in followers 🙄
- **Conversion Rate:** Increase landing page conversion rate from 21% to 33%

“Working with Brittney has been an absolute game changer for our company. We have been in business for a little over a year now, and although we were working hard to try to grow our online presence, we simply did not know how. We knew how important advertising and marketing were, and we kept trying to throw money at different things with little to no results. Brittney took us by the hand and completely shifted our business' outlook. Her strategies and meticulous attention to detail have propelled our brand to new heights. She took the time to study our target market and crafted tailored campaigns that resonated perfectly with them. Her creative concepts were not only visually stunning but also highly effective in driving engagement and conversions right away. In short, we are so thankful to have found Brittney. She has been a fantastic investment for our business. Her expertise, dedication, and passion for delivering exceptional results have exceeded our expectations. We look forward to continuing our partnership for years to come.”



-Noel Larkins | Business Owner

"Brittney has the wealth of knowledge needed to launch my online store. Our success would not be where it is today without her ^{since 2010} ~~advertising~~ and ads expertise."

Brittney Roberts

MARKETING & ADS STRATEGIST



HI, I'M BRITTNEY ROBERTS.

Since 2010, I've had various roles within the marketing industry, from brand design and website development to email automation and funnel strategy. Along the way, I found my true joy lies in connecting with passionate business owners, helping them scale their businesses to the next level using paid ads. Combining these skills, I've created Brittney Roberts & Co., your done-for-you solution for Meta Ads Strategy and Implementation.

Brittney Roberts

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

[CLICK HERE TO BOOK A CALL](#)

Let's scale your business to the next level with paid aids!

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