

11 NEW clients in 45 days

Meta Ad Case Study

Hype Digital Ads

Company Name

Industry

Lake Guntersville Veterinary Services

Local Veterinary Clinic

Client Overview

Lake Guntersville Veterinary is a small local clinic that is embarking on a new chapter. Having recently brought on a second doctor, the clinic is poised to expand. The main objectives are to raise awareness about the clinic, attract new preventive care patients, and secure bookings for cat and dog boardings during the summer holidays.

Strategy Breakdown

Lake Guntersville Veterinary is a family-owned and operated clinic deeply engaged in our community. With the recent addition of a second doctor, there is a need to distribute her patient load. The primary objective is to raise awareness in the community about our presence and provide our patients with a family-like care experience.

Problem

Strategy

Pets can be costly. To spread awareness about the benefits of preventive care for pets, we are running ads. Maintaining their health through preventive measures can reduce expenses compared to treating illnesses.

Additionally, many people are unaware that we provide boarding services for cats and dogs.

For the clinic's inaugural paid marketing campaign, it was crucial to raise awareness within the community about their family-oriented patient care approach. Targeting individuals aged 25 and above within a 15-20 mile radius of the small town was the key focus.

Key Statistics & Results

Campaign 1	Campaign 2	Campaign 3
<p>This was our traffic campaign with CTA - CALL TODAY! Trying to get more clients to call and book new appointments.</p>	<p>They just revamped website and this campaign was a traffic campaign with CTA to LEARN MORE - driving people to website with landing page to book appointments online.</p>	<p>This was our engagement campaign video. Showcasing our team and their LOVE for the animals they help. Goal was to drive awareness to clinic.</p>
<p>We received 10 calls direct from ads and got 11 NEW clients in 45 day!</p>	<p>We had 1,506 clicks over to the website. Client was thrilled with the NEW traffic.</p>	<p>We had 8,586 views at \$0.03 per play</p>

Campaign 1

Ad set	Reach	Impressi	Frequenc	Cost per result	Budget	Amount spent	CTR (link click-through...)	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	Clicks (all)
{LW} Headline testin...	21,414	86,345	4.03	\$85.52 Per 20-second ...	\$14.00 Daily	\$684.18	0.59%	\$7.92	506	\$1.35	1,2

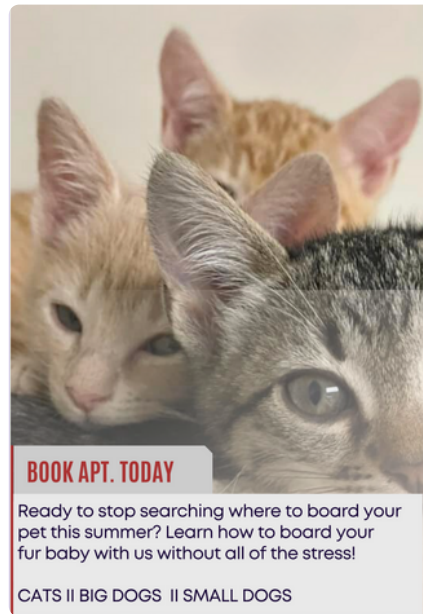
Campaign 2

Ad set	Results	Reach	Impressi	Frequenc	Cost per result	Budget	Amount spent	CTR (link click-through...)	CPM (cost per 1,000 impressions)	Link clicks	CPC (cos per link click)
learn more website 4...	1,506 Link clicks	41,535	277,406	6.68	\$0.46 Per Link Click	\$14.00 Daily	\$685.82	0.54%	\$2.47	1,506	\$1.35

Campaign 3

Ad set	Results	Reach	Impressi	Frequenc	Cost per result	Budget	Amount spent	CPM (cost per 1,000 impressions)
{LW} Billboard video ...	8,586 ThruPlays	6,240	17,752	2.84	\$0.03 Cost per ThruPL...	\$5.00 Daily	\$244.77	\$13.79

Some Of The Ad Creative Used



← Campaign Results →

- The clinic's initial advertising investment successfully drew in 11 new clients within the first 45 days, bringing happiness to everyone involved.
- With summer drawing to a close, we are pausing our boarding promotions temporarily to focus on launching new online medication and food orders in August.
- Our continuous strategy involves boosting awareness for the clinic and using advertisements to maintain visibility within the community.
- The testing phase proved to be incredibly crucial in refining our messaging and selecting images that resonated with our target audience, ensuring their continued engagement with our advertisements.

“This is great! 11 NEW clients already!”



Shon Howard | Business Manager

LET'S GET IN TOUCH

Hey Y'all I'm Lindsay!

Thank you for taking the time to explore my case study! Let's discuss whether Facebook and Instagram ads could benefit your business.

I have a strong interest in health and wellness and supporting local businesses to succeed in the competitive online landscape.

My expertise as a Facebook ads strategist lies in developing precise Facebook ad campaigns that draw in qualified leads, boost brand visibility, and drive significant business growth.

I am eager to join your team and devise a customized strategy for you. Ads are my passion because I understand their potential impact on businesses like yours. Let me assist you in working smarter to achieve greater financial success.

Cheers, Lindsay

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



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