

Cheryl DeClercque Facebook Ad Strategist

2024 Meta Ads Case Study

Client Overview

Business:

Grace & Motion Wedding Films

About:

Grace and Motion Wedding Films is an award-winning cinematic wedding videography business in the UK. They offer custom packages for high-end wedding clientele. They specialize in custom and luxury destination wedding video production.



Strategy Breakdown

Why

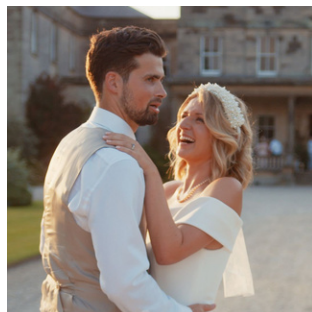
Grace & Motion was created in 2019. They were new to running ads and wanted another way to gain clients and book packages. The wedding audience is short-term, so we needed to refresh audiences and grow their social presence.

Goal

The goal was to increase social media engagement and direct people to the website so that engaged couples could learn about services and schedule a call to book a wedding package.

Strategy

We ran targeted local ads in the UK from November through Spring. I revamped the ads, created new campaigns, and focused on attracting ideal clients. Traffic campaigns drove clicks to the website and contact page, showcasing videography skills through video ads. Carousel ads featured videos, testimonials, and images. An engagement campaign boosted social proof and improved overall ad performance. The challenge is renewing the warm audience due to the limited timeframe of engaged couples.



30 Day AD Results:

CAMPAIGN 1 - Contact page traffic

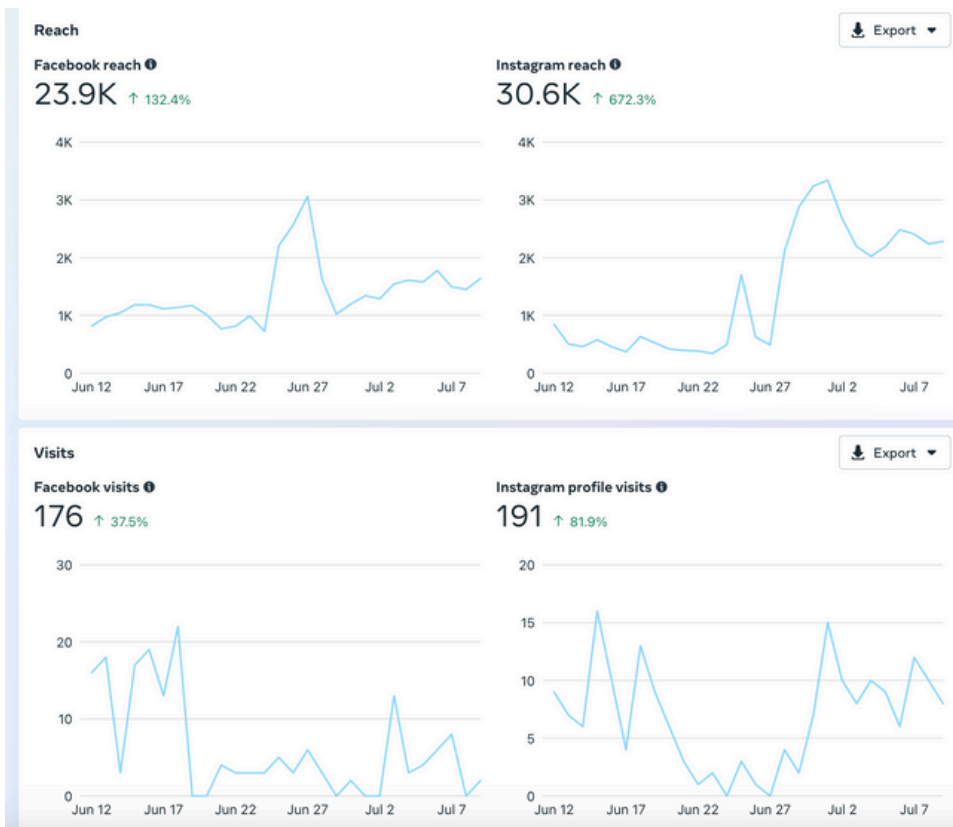
Results	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Unique outbound clicks	Unique outbound CTR (click-through...)	Amount spent
1,074 Link clicks	22,768	1,074	£0.08	4.72%	831	6.47%	£91.24

CAMPAIGN 2 - Website traffic

Results	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Unique outbound clicks	Unique outbound CTR (click-through...)	Amount spent
934 Link clicks	20,174	934	£0.10	4.63%	757	5.73%	£89.29

CAMPAIGN 3 - Engagement

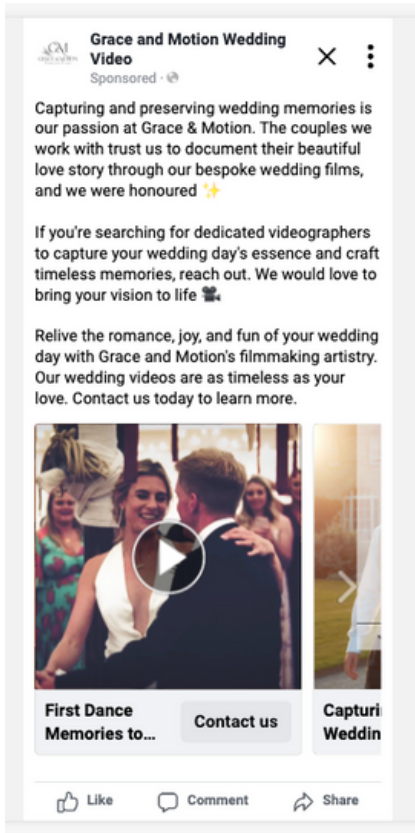
Results	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Unique outbound clicks	Unique outbound CTR (click-through...)	Amount spent
2,435 Post engagements	6,436	6	£2.98	0.09%	6	0.11%	£17.88



Other results

- Increased Facebook and Instagram followers.
- Instagram reach was up 672.3% in the last 30 days.
- Facebook reach was up 132.4%.
- Instagram profile visits were up 81.9% in the last 30 days.
- Increased inquiries and website traffic.

Published Ad Creative:



Grace and Motion Wedding Video
Sponsored · 🌐


Capturing and preserving wedding memories is our passion at Grace & Motion. The couples we work with trust us to document their beautiful love story through our bespoke wedding films, and we were honoured ✨

If you're searching for dedicated videographers to capture your wedding day's essence and craft timeless memories, reach out. We would love to bring your vision to life 🎥.

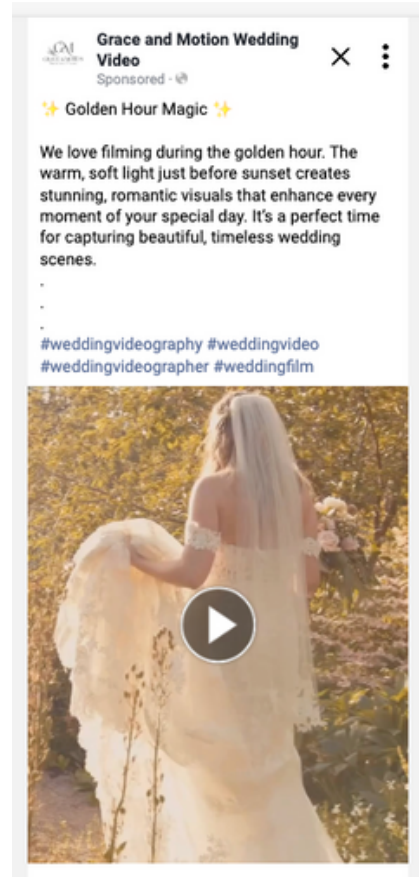

Relive the romance, joy, and fun of your wedding day with Grace and Motion's filmmaking artistry. Our wedding videos are as timeless as your love. Contact us today to learn more.

First Dance Memories to... **Contact us** **Capturi Weddin**

Like Comment Share



THE ULTIMATE GUIDE TO WEDDING VIDEOGRAPHY

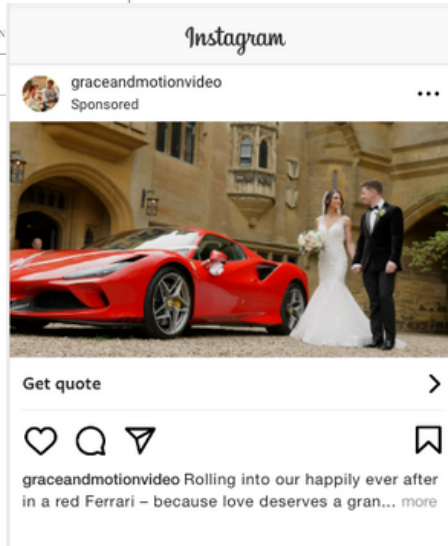
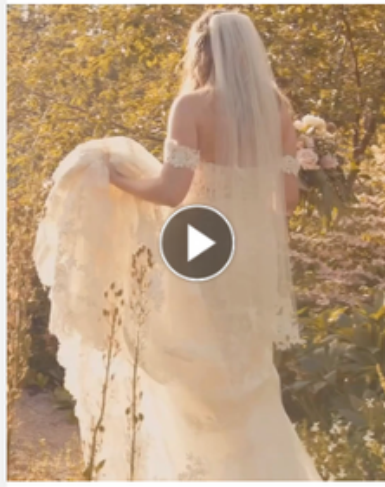


Grace and Motion Wedding Video
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🌟 Golden Hour Magic 🌟


We love filming during the golden hour. The warm, soft light just before sunset creates every stunning, romantic visuals that enhance every moment of your special day. It's a perfect time for capturing beautiful, timeless wedding scenes.

#weddingvideography #weddingvideo #weddingvideographer #weddingfilm



Instagram

graceandmotionvideo
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Get quote >

graceandmotionvideo Rolling into our happily ever after in a red Ferrari – because love deserves a gran... more

Notes:

- £500 budget for 30+ days.
- One of the top-performing ads has been a Contact Us carousel, which includes videos, testimonials, and still images.
- Highly competitive wedding industry market.
- Focused ad copy and images on high-end luxury wedding clientele.

"I recently partnered with Cheryl for my business, Grace and Motion Wedding Films, and the results have been great. Despite our limited budget due to reduced bookings in the luxury wedding videography market, Cheryl's expertise has driven significant improvements.

Given the competitive nature of the market, I can see how increasing our budget would yield even better results. Cheryl's strategic approach has already proven its value, and I highly recommend her services to anyone looking to enhance their social media impact."

- Julia Munder





I'm Cheryl, a passionate Facebook Ad Strategist and SEO Specialist dedicated to helping businesses grow and thrive through organic and paid traffic. 🌱



I create paid campaigns that attract qualified leads, boost brand visibility, and drive business growth. Since 2016, I've worked with high-level clients across various industries, running ad campaigns for SEO agencies, local events, local businesses, course launches, resort bookings, women's health retreats, products, and other B2C businesses. My Facebook ad strategist certification further validates my knowledge and skills in the industry.

I am excited to work with you!

Cheryl DeClerque

Tell me about your business, & schedule a consultation call!



BOOK A CALL!