

Warming Up a Cold Audience

Meta Ads Case Study

With Sue Crites - Meta & Pinterest Ads Strategy

Overview



Liz Wilcox has a flourishing email marketing membership that provides weekly email templates, a video library, live monthly Q&As, and a Facebook group filled with encouragement and support, all for \$9/month.

You can't help but come to love Liz with her huge heart and love for the 90s which is clear with her bold business branding. She's a gem and I wanted to run an affiliate campaign to bring visibility and traffic to this membership that makes email marketing easier, more effective, and can change the course of someone's business for the better.

Where We Are

An email sign up campaign for leads is always a favorite for me because it's a small ask of people, you can do an upsell of a low ticket item, and sell in your email sequence.

In this case, I didn't have access to data for email sign ups but I could track some other data in my affiliate dashboard, so I went with the membership. Ideally, I would have liked to see a downsell with an opt-in on this page so if people don't buy, they can sign up for her free email swipes and it's still a win.

Strategy

We're starting without the advantage of data and audiences to use for targeting new people and those familiar with her offer. To build that audience, I needed to get visibility and traffic and once there was enough data generated from that, I could include retargeting in the campaigns.

Since we can't run a campaign optimized for sales without the Facebook pixel or API tracking, traffic is our option. We want to minimize the riff raff of clicks as much as possible to get higher quality traffic.

Key Statistics & Results

Campaign 1 - Visibility - Cold Audience

Overview:

To build an audience to retarget, we needed visibility and that was done with a billboard type campaign testing different interests and using two videos, one short, one long. Once the audience was large enough, it was combined with the audience generated in campaign 2.

Amount spent	Results	Cost per result	Frequency
\$61.49	1,738 ThruPlays	\$0.04 Cost per ThruPlay	1.06
\$61.77	1,842 ThruPlays	\$0.03 Cost per ThruPlay	1.06
\$123.26 Total spent	3,580 ThruPlays	\$0.03 Cost per ThruPlay	1.10 Per Accounts Cente...

Key Stats:

- **Cost per video thru play: \$.03 (Ads standard goal: \$.02-.04)**
- **Frequency: 1.06 (Ads standard: Under 3 is great)**
- **Total video thru play: 3580**

Campaign 2 - Traffic - Cold & Warm Audiences

Overview:

Since we can't run a campaign optimized for sales without the pixel or API, we're using a traffic campaign with a cold audience to start. Once enough traffic was generated, that audience was combined with the audience in campaign 1 and retargeting began. Two versions of ad copy were used and three ad creatives - static, video, and carousel.

Key Stats:

- **Cost per outbound click: \$0.51 (Ads standard: Less than \$1 is great)**
- **Unique Outbound CTR: 2.36% (Ads standard: Over 1% is great)**
- **CPM: \$7.01 (Ads standard: Less than \$20 is great)**
- **Frequency: 1.06 (Ads standard: under 3 is great)**

Amount spent	Results	Unique outbound clicks	Cost per outbound click	Unique outbound CTR (click-through rate)	CPM (cost per 1,000 impressions)	Frequency
\$84.63	175 Link clicks	152	\$0.48	2.03%	\$6.50	1.74
\$329.29	636 Link clicks	600	\$0.52	2.33%	\$7.16	1.79
\$413.92 Total spent	811 Link clicks	747 Total	\$0.51 Per Action	2.36% Per Accounts Center a...	\$7.01 Per 1,000 Impressions	1.86 Per Accounts Center a...

Some Of The Ad Creative & Copy

Ready to end the stress and time suck of email marketing? ...See more

WHAT CAN \$9/MO. BUY YOUR BUSINESS? MORE THAN YOU THINK

Finally Make Email Work F... Learn more Finally Email V

The carousel ad features a lightbulb icon with question marks, a central headline, and two buttons at the bottom.

CAROUSEL

Ready to finally make email marketing work for your business without the stress and time suck?

It's possible to send weekly emails that connect and convert in 20 minutes on the regular. Really.

Enter the Email Marketing Membership. 🕒

You'll get a weekly email with a mad lib style email template plus tips and a video walkthrough to make it your style. PLUS you get monthly live Q&As, email foundation trainings, and live guest expert sessions.

The whole enchilada for \$9/month. No joke.

The strategy and hard work is done for you. You just need to implement.

Can email marketing transform your business? You 'betcha but you have to take the first step.

Sign up now for the Email Marketing Membership by Liz Wilcox.

<https://scribes-lizwilcox.thrivecart.com/email-marketing-membership/>

The text ad is a single-column layout with a clear headline, benefits, and a call to action.

Ready to finally make email marketing work for your business without the stress and time suck? ...See more

Psst...Hey you! Have you checked out the email template membership?

Weekly email templates

\$9 a month

EMAIL MARKETING MEMBERSHIP BY LIZ WILCOX SIGN UP NOW

lizwilcox.thrivecart.com Effective Email Marketing That's Doable Learn more

The video ad uses a dark background with white text and icons to highlight key features and a call to action.

VIDEO

Summary

This campaign ran about 4 weeks with the goal of visibility, traffic, and sales. We had great results with the cost of visibility, cost for traffic, and CTR showing the ads were resonating with those interested in email marketing, but no sales occurred so that goal wasn't reached.

During the course of the campaign, I adjusted the budget to increase visibility to generate a larger audience to retarget and also increased the retargeting ad spend in an attempt to convert the warm audience. I also revised the ad copy to see if that could make an impact. I made regular checks to be data was showing in the affiliate dashboard and ran testing to confirm all was well. Troubleshooting the website side of things specific to Liz wasn't possible. When conversions aren't being made, off platform is something to look at.

In my experience of running ads, this campaign is a great example for clients:

- Being able to run a conversion campaign for leads and sales makes a big difference. The algorithm looks for people ready to act versus just click thru.
- Pixel and API data collection prior to ads provides greater options for targeting.
- Memberships may prove to be a hurdle even without a long-term commitment.
- A downsell of an opt-in can provide an opportunity for a win with an email address, even if an immediate sale isn't made
- Even if a goal isn't fully reached, ads increase visibility and accelerate growth. You've created one of many needed touch points in the customer journey.

While the ultimate goal of sales wasn't achieved, traffic to and awareness of Liz's membership has grown. That's still a win. This audience is warmed up to the offer and more likely to buy.

Sue Crites

• META & PINTEREST ADS STRATEGY & MANAGEMENT •
EST. 2020

Hi there!

Since 2020, I've offered ads strategy starting with Pinterest and expanding services into Meta.

I'm a troubleshooting problem solver and dot connector with a love for dogs, cookies, the beach, and my family.

Using a full-funnel approach and the features of each platform to my clients' advantage, I create traffic generating and conversion focused ad strategies so clients can get the visibility and traffic they need to get the leads and sales they want.

In addition to reviewing funnels so we're making the most of the traffic ads will generate, I work closely with clients to ensure the ads side of things and the off platform happenings with sign ups and other conversions are working together during the campaigns to make the most of their marketing dollars.

I value a partnership with honesty, trust, and communication and genuinely want to see my clients succeed so they can build the business and life they desire.

I'd love to learn your goals and how I can best support you and your business.

Let's talk to see if you're ready to scale with paid ads!

Sue Crites
withsuecrites.com



WHAT DO CLIENTS SAY?

"Sue's professionalism and proactive communication made collaboration seamless and enjoyable.

She understood our goals and consistently provided valuable insights and innovative ideas.

We highly recommend Sue for her exceptional skills and dedication to her clients' success."

-Hasnain S. - Neon Signs Now

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