

CHERYL LYNN CO
ADS
MANAGEMENT

GETTING YOU
RESULTS THAT
IMPRESS, SO YOU
CAN DO WHAT

you do best!



 CHERYL
LYNN Co



CASE STUDY



Meet Troy, Co-Owner of Titan Contractors

In June 2024, Troy approached me with a desire to grow the residential roofing segment of his company, Titan Contractors. He sought to significantly boost the number of leads. Within just a short time, I not only helped him overcome technical challenges but also launched an extraordinarily successful lead generation campaign. This initiative generated almost 200 leads within a single month, with key performance indicators surpassing even our most optimistic expectations. These results were a direct result of...

- Creating a **thoughtful ad experience with genuine, tailored attention** beginning with a Strategic Vision Consultation, which was a thorough walkthrough of his business goals, brand, and how he wanted to be presented. This was followed by expertly crafted ads where every detail was designed for maximum impact for his unique business.
- Data Analysis and Optimization: Constantly monitoring the performance of the lead generation campaign, I analyzed data to identify high performing audiences, creatives, text copies, and areas for improvement. By fine-tuning our strategies based on this data-driven approach, I was able to maximize the effectiveness of our lead generation efforts.

Search and filter										
Campaigns			Ad sets				Ads			
Off / On	Campaign	Delivery	Results	Cost per result	Clicks (all)	CTR (all)	CPC (all)	CPC (cost per link click)	CTR (link click-through rate)	
<input type="checkbox"/>	Leads- Website- July 2...	Active	188 [2]	\$5.04 [2]	1,589	8.78%	\$0.60	\$0.60	8.69%	
<input checked="" type="checkbox"/>		High performing	Website Leads	Per Lead						



IN 3 WEEKS

188

NEW LEADS



AD METRICS

ALL

KPI'S SURPASSED



CASE STUDY



Sample a High Performing Lead Ad for Titan Contractors

This video ads (reel) generated the most leads at 158 leads in 3 weeks and for \$3.95 per lead. I craft creatives (aligned with his brand), ad copy, and carefully watch key metrics to know when to make adjustments to ads.

No “set it and forget it” with me. **Fully engaged ads management to save you money and get the best possible results so you can do what you do best!**



PROTECT YOUR HOME TODAY.

STRENGTH YOU CAN COUNT ON.



Titan Contractors

Sponsored · 🌐



🏠 Your home deserves a roof that's built to last. Titan Contractors is your go-to expert for roof repairs and replacements.

🏆 20+ years of experience in roofing

👷 Fully licensed and certified professionals

🏆 High-quality materials for durability and efficiency

🛡️ Comprehensive product and workmanship warranties

Don't risk your home's safety with "Pete in the Pick Up", who might cut corners with unlicensed work and subpar materials.

Enjoy peace of mind with Titan Contractors for a roofing solution that guarantees safety and longevity. Contact us today for a free quote!

www.therooftitan.com



Working with Cheryl on our advertising campaigns has been an outstanding experience. Her timely updates and the valuable insights she provides have been immensely helpful. We are thrilled with the results we've seen so far and look forward to continuing our collaboration with her.

CASE STUDY



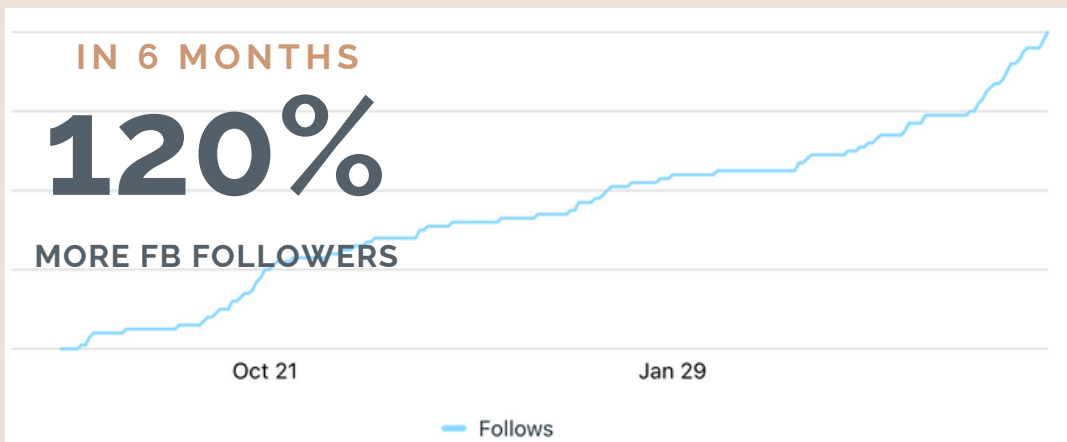
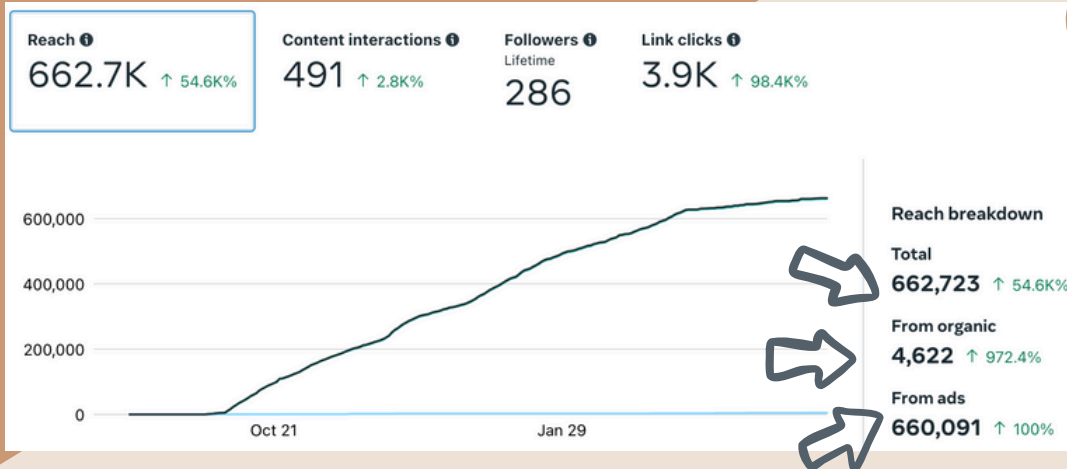
Meet Kirk, Owner of Good Shepherd RV Park

In October 2023, Kirk approached me with a challenge: his RV storage units were underperforming despite significant monthly investments in Google ads and profile. He attributed the slowdown to economic factors but was determined to get his RV storage full again.

Despite a neglected FB page and a small following, I proposed a Meta Ad strategy to address these issues. By implementing targeted lead ads and retargeting efforts aimed at visitors to Kirk's lead ads and website (fueled by Google search), **we generated over 160 quality leads**.

This resulted in a noticeable **increase in occupancy rates** for Kirk's storage units.

Additionally, we revived engagement and social proof from many happy customers and gained new followers on his dormant Facebook page. Encouraged by our success, Kirk has entrusted me to lead a new campaign targeting the RV park market.



“ We needed to target the local market for our RV storage. Cheryl came highly recommended to assist us with Facebook ads, and she has exceeded our expectations. Despite my limited knowledge and other priorities, Cheryl took charge, leading to a significant increase in calls and inquiries. She provides regular updates on our progress, giving me peace of mind. I highly recommend her to anyone needing advertising assistance.

CASE STUDY



Sample of one of our Lead Ads for Good Shepherd

This ad generated many leads and also great social proof (see comments), which created organic reach as well as paid ad reach. I craft creatives (perfectly aligned with branding), ad copy, and carefully watch key metrics to know when to make adjustments to ads.

Good Shepherd RV Park
Published by Cheryl Simmons · March 18 ·

Overpaying for covered storage?

Discover the advantages at Good Shepherd RV Park and Storage:

- ✓ Spacious 45' or 48' by 12.5' Covered Spaces for RVs and boats.
- ✓ 24/7 security gate for your peace of mind.
- ✓ Competitive prices: \$150 per month + our SPRING SALE (Buy 2 Months, Get 1 Month FREE)
- ✓ Conveniently situated just 15 miles north of Frisco, off Hwy 289.

Ready to upgrade your storage solution and for an unbeatable price? Click **LEARN MORE** or call to get a **FREE MONTH** of covered, secure storage. Don't forget to mention this Facebook Ad!

📞 214-843-3930



Good Shepherd RVPARK & STORAGE

Limited Offer

RV AND BOAT STORAGE

Buy 2 Months, Get 1 Month FREE

www.goodshepherdrvpark.com

GOODSHEPHERDRVPARK.COM

Get A Free Month of RV/Boat Storage

Upgrade your storage solution with spacious covered spaces for RVs and...

[Learn more](#)

[See insights and ads](#)

[Boost post](#)

36

21 comments 4 shares

Suresh
Kirk is a great guy.
3w Love Reply Hide

Great place. The owner helped me winterize my 5th wheel for and then they called me a couple weeks later telling me they had a longer space I could move the rig into!! Great location for us!
5w Like Reply Hide

Author
Good Shepherd RV Park
Matt Featherstone Thanks for sharing!
5w Like Reply

Jen
We love **Good Shepherd RV Park** great respectable owners! 🙏 thank you for allowing us into your park ❤️ Jen and Doug in 2020.
3w Love Reply Hide

Author
Good Shepherd RV Park
Jennifer Gonzales thank you for your kind words! We sure appreciate it.
3w Like Reply

S
Carl Ticey
1w Like Reply Hide

Dave
We store our rv there, great people, great place!
5w Like Reply Hide 4

Author
Good Shepherd RV Park
Dave Coker Thanks so much for the kind words. We sure appreciate it.
5w Like Reply

Michelle
Dave is it gated??
4w Like Reply Hide

Author
Good Shepherd RV Park
Michelle Yes, it is! Do you have any more questions? We are
4w Like Reply

Michelle
Good Shepherd RV Park I will be in touch. Thank you so much!
4w Like Reply Hide

Author
Good Shepherd RV Park
Michelle Perfect! We look forward to hearing from you.
214-843-3930
4w Like Reply

Dave
Michelle yes, you can keep it safely covered, power available for storage and you can camp there! I think they also have connections for RV repairs and washing!! Good honest people as well!!
4w Like Reply Hide

Michelle
Dave so good to hear! Thanks for the feedback!
4w Like Reply Hide

Marsha
We have stored our Airstream there since 2021 and it is a great, secure place run by very nice people. Recommend them highly!
5w Like Reply Hide

Author
Good Shepherd RV Park
Marsha Thank you Marsha for your kind words and for being our customer for such a long time. 😊
4w Like Reply

WHAT'S INCLUDED

Strategic Vision Consultation/Ad Account Set Up

We'll discuss your brand goals, ideal customer, and craft a vision for your ads. Followed by a thorough walk through of FB business settings to make sure the ad account is set up correctly, securely and is optimized.

Expertly crafted ads

I'll handle every aspect of ad creation, tailored specifically to your budget and brand.

Ad creation includes:

- Creating eye catching creatives like photo, carousels, video, etc that maintain your business brand while standing out.
- Writing compelling ad copy that grabs attention and highlights what your business/product offers.
- Creating ads that seamlessly work together and are put in front of strategic audiences to produce the results you're looking for, freeing you to do what you do best.

Ongoing Monitoring of Ads

Throughout the month, I'll closely monitor the performance of your ads and make necessary adjustments based on key metrics. This ongoing optimization ensures that your ads are continuously improving and delivering the best possible results.

Monthly Consultations

During these consultations, we'll review your ad performance, discuss strategies for improvement, and address any questions or concerns you may have. With my expert guidance, you'll gain clarity and confidence in your advertising efforts

