

Engaging Audiences with Smart Meta Strategies

Meta Ad Case Study

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Company Name	Industry
DedicatedVirtual Professional Services LLC	Contractors, Home Service Providers

Client Overview

The client is a startup company that does Meta Advertising. The goal was to create a Freebie document to give away, clients would then sign up providing their name and email so we could grow an audience and nurture them into purchasing an Ad Audit or book a consult for a monthly Meta Ad Client. The first 30 days was about generating traffic and giving away the freebie.

Strategy Breakdown

DedicatedVirtual does Meta advertising for local and online businesses in Construction and home services as well as other industries. She has been trained by the best Ad Strategist in the business!!

Problem	Strategy
We were running ads for a company that had no following and wanted to build an email list and sell a low ticket offer. We had to start from scratch. A Freebie was created to give the audience something to encourage them to interact and follow. A Sales funnel also needed to be created.	Our strategy was traffic and leads. The goal was to get the audience to follow, like and download a freebie. The audience was contractors and home service providers, business owners and decision makers. For placement we ran 3 targeted campaigns; 2 for cold leads and 1 for broad traffic. Budget was \$550 for the first 30 days.

Key Statistics & Results

Campaign 1

We ran a Broad Traffic Campaign to build awareness and engagement. This was 1 Ad set and 2 Ads a reel and a static.

The click through rate was 2.01%, we reached 17,243 and had 29,225 impressions. Our cost per link click was \$0.36.

Campaign 2

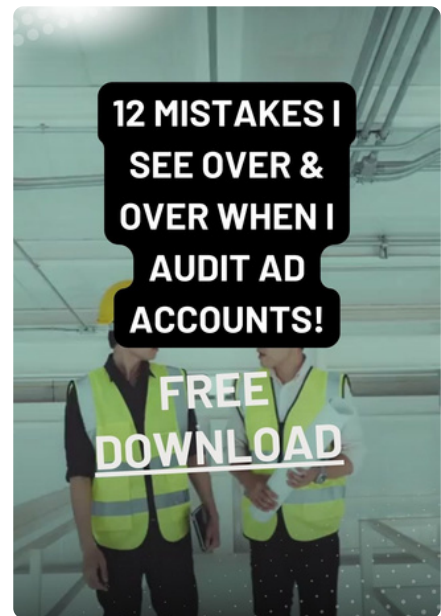
We ran a cold lead campaign to get people to download the freebie. This was 2 Ad sets and 4 ads, 2 reel and 2 static.

Return on Ad spend we had 0, however we had 1,312 landing page views and 2,796 link clicks. Our cost per landing page click was \$0.30.

Campaign name	Ad Set Name	Reach	Impressions	Results	CPC (cost per...)	CPM (cost per...)	CTR (all)
L: Ad Audit Lead registrati...	All	23,224	34,702	3,180 (2) Website Lea...	\$0.14	\$11.51	8.20%
	L: Home Improvement - T...	11,482	16,543	1,548 (2) Website Lea...	\$0.15	\$12.08	8.38%
	L: Home Improvement Int...	12,738	18,159	1,632 (2) Website Lea...	\$0.14	\$10.99	8.03%
L: Ad Audit Traffic for Free...	All	17,243	29,225	433 Link clicks	\$0.36	\$5.27	2.01%
	L: Home Improvement Int...	17,243	29,225	433 (2) Link clicks	\$0.36	\$5.27	2.01%
Total results 5 / 5 rows displayed		40,288 Accounts Cen...	63,927 Total	— Multiple co...	\$0.17 Per Action	\$8.66 Per 1,000 Impre...	5.37% Per Impressio...

Campaign name	Ad Set Name	Link clicks	CPC (all)	CTR (link click...)	Landing pag...	Cost per land...
L: Ad Audit Lead registrati...	All	2,796	\$0.14	8.06%	1,312 (2)	\$0.30 (2)
	L: Home Improvement Int...	1,436	\$0.14	7.91%	657 (2)	\$0.30 (2)
	L: Home Improvement - T...	1,360	\$0.14	8.22%	655 (2)	\$0.31 (2)
L: Ad Audit Traffic for Free...	All	433	\$0.26	1.48%	293 (2)	\$0.53 (2)
	L: Home Improvement Int...	433	\$0.26	1.48%	293 (2)	\$0.53 (2)
Total results 5 / 5 rows displayed		3,229 Total	\$0.16 Per Click	5.05% Per Impressio...	1,605 (2) Total	\$0.34 (2) Per Action

Some Of The Ad Creative Used



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Campaign Summary and Results:

- The reel performed better than the static image and our overall impressions were good.
- The campaign ran for 30 days, prior to that there was 3 weeks of set up for the freebie, the sales funnel, copy and creative.
- The campaigns were monitored daily in the first 7 days and then weekly.
- Even though we had a good number of impressions and clicks we only had 5 people sign up for the freebie.
- Need to optimize the campaign to get more people to download the Freebie and enter their email address.

DEDICATED VIRTUAL PROFESSIONAL SERVICES LLC LASHALL DODSON LET'S CONNECT!

As a certified ad strategist, I specialize in creating done-for-you Facebook and Instagram ad campaigns designed to drive growth and deliver measurable results for your business. With a deep passion for strategic planning and a love for helping companies succeed, I'm committed to helping you connect with your ideal audience, boost visibility, and achieve your goals.

Why Book a Consult?

Your business deserves a tailored approach to advertising that aligns with your unique goals. By booking a consult with me, you'll gain personalized insights into how to optimize your ad strategy, increase ROI, and outshine the competition. Together, we'll craft a plan that turns potential customers into loyal clients. Take the first step toward game-changing results—schedule your call today and see the difference a dedicated expert can make!

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