



From Organic Maintenance to Aggressive Growth \$\$

Meta Ad Case Study presented by
Kathy Parnell, Owner of Neon Media Agency

Amanda Evanston Artwork



Amanda Evanston Learning provides online art courses as well as a membership which provides exclusive access to all courses, an online community and live events. Amanda has been building a loyal online social following primarily on Instagram for over a decade through her joyful personality, her easy to follow format and the value she brings to her social space.

Client Objective

Amanda's 12 month goals are to

- 1) Create 1,000 NEW Customers and
- 2) Double Membership enrollment, which currently averages 1,800.

The foundational strategy is to generate New Leads utilizing her strong social following and then converting them to life long Customers and/or Members.

Problem

Amanda has depended exclusively on her strong social following for business growth. This has steadily grown and maintained her business over the years, but she now seeks more aggressive growth in the areas as stated above, New Customers and Membership. She has tried running her own ads in the past but with no success.

Strategy

Our first objective was top of funnel, **GENERATE NEW LEADS** from a brand new, cold audience with a seasonal Free Mini Course, utilizing a Look-a-like audience of Social Assets. Second, retarget New Leads and current Social Assets with a Limited Time Discount Course offer **SALES CAMPAIGN**. Lastly, all Social Assets retargeted with offer to take advantage of a Limited Time Membership Open Enrollment.

Strategy Breakdown

New Audience	New Customers	New Memberships
Lead Generation Top of funnel (Cold Audience) Utilize a Free Mini Course Offer to attract qualified potential clients.	Sales Campaign Mid funnel (Warm Audience) Generate sales using a Limited time offer on a popular course, discount priced at \$35.	Currently preparing transition to a 1 Month Open Membership Campaign with a 1 week Teaser Ad, followed by Membership Opening Ad.
Three audiences were used: 1) Detailed targeting of interests, behaviors and demographics, 2) Retargeting Social Following and 3) a Look-a-like audience.	Two audiences were used: 1) Detailed targeting of interests, behaviors and demographics and 2) Audience Retargeting and a Look-a-like audience.	We will utilize all three previous audiences, three Ad Sets, to encourage Membership Enrollment

Client Assets

Amanda has several key assets which were utilized to reach a New Audience that were then converted to Customers and will eventually become New Members. These were used initially in a Look-a-like audience and then for retargeting at the right stage. Additionally, she has a solid understanding of her customer demographic.




Social Media Followers

Customer Email List


Website Visitors

Phase ONE

Lead Generation CREATIVE/COPY




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ANGELS THE EASY WAY


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Do you feel like you can't draw a straight line but you have always wanted to make art? [Ready to break free from self-doubt?](#)

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FREE Art Course

 **Amanda Evanston Artwork** Sponsored ·  

"I can barely draw a straight line but NOW I CAN PAINT ANGELS!"

If you're trying to figure out how your creativity can be used to help others, I'm talking to you. And if you think making art is only for people who are gifted with certain talents and skills and expensive materials, I have news for you, my friend!

The world needs more angels and you are just the person to bring them into existence. All it takes is some paint and an open mind.

FREE MINI ART CLASS OPEN RIGHT NOW

Angels have captivated the human imagination for centuries, symbolizing hope, protection, and divine inspiration. Their mysterious appearance and iconic silhouette make them the perfect subject for anyone just learning to paint, or seasoned artists looking to shake up more graduations academic methods.

In this free online pocket class, you'll be guided from start to finish with a fun exercise to help you paint multiple angels at the same time. You'll come away with a stronger understanding of angels and your own creativity.

I would love to be a part of your creative journey. Will you join me?
Sign up today!

Lead Generation SUMMARY

Lead Generation Campaign Summary

- Amanda is an artist with a strong brand, she provided copy and creative, maximizing brand value
- Audience selection was key to successful ad delivery and acquisition of quality leads
- Optimized to utilize best performing Ad Set for Ad Spend efficiency
- Generated almost 1,600 New Leads and over \$2,300 in Sales
- Cost of \$.69/Lead
- New Leads were successfully retargeted in following Sales campaign

Lead Generation RESULTS

The screenshot displays the Facebook Ads Manager interface for an ad campaign. It shows a table of ad sets with columns for Off/On status, Ad set name, Budget, Results, Reach, Impressions, Cost per result, and Amount spent. The table includes three individual ad sets and a summary row for all three.

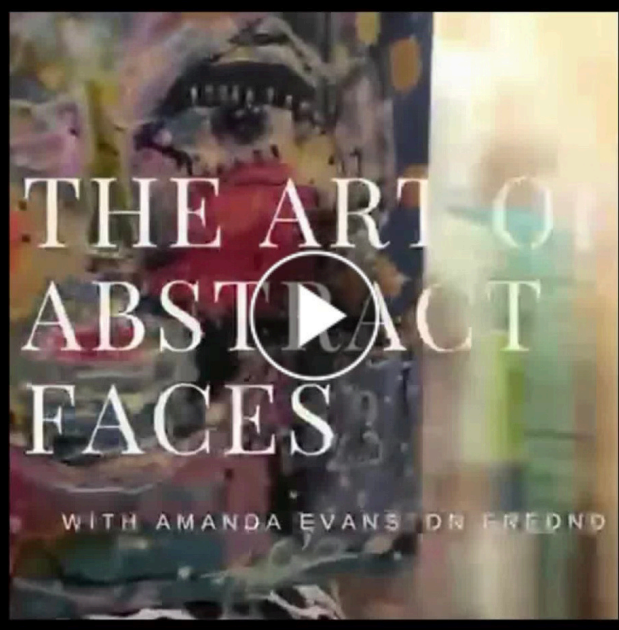
Off / On	Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	NMA: LAL High Value Audience #002 (11/2024) <small>View charts Edit Duplicate</small>	\$9.00 Daily	453 [2] Website Lea...	16,864	34,552	\$0.72 [2] Per Lead	\$325.09
<input type="checkbox"/>	NMA: LAL High Value Audience #001 (11/2024)	\$9.00 Daily	631 [2] Website Lea...	22,862	45,301	\$0.62 [2] Per Lead	\$392.82
<input type="checkbox"/>	NMA: Detailed Targeting Audience #001 (11/2...	\$9.00 Daily	478 [2] Website Lea...	19,552	46,417	\$0.74 [2] Per Lead	\$352.39
Results from 3 ad sets			1,562 [2] Website Lea...	44,721 Accounts Ce...	126,270 Total	\$0.69 [2] Per Lead	\$1,070.30 Total spent


Phase TWO

Sales Campaign CREATIVE/COPY

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My MOST popular course EVER, now available at 50% OFF! Hurry, ends soon! Use code 50FACES at checkout. Click here [...See more](#)



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Available NOW The Art of Abstract Faces Sign up

 **Amanda Evanston Artwork** × ⋮
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My MOST popular course EVER, now available at 50% OFF! Hurry, ends soon! Use code 50FACES at checkout. Click here for your exclusive discount!

Hey there! Want to learn how to paint faces that tell real stories? Faces can say so much more than flowers or landscapes ever could—just with a raised eyebrow, a little flick of the lip, or a tilt of the head, you can turn a simple portrait into something amazing. After painting thousands of faces, I've nailed down four simple, foolproof techniques that work for everyone—whether you're just starting out or a seasoned artist looking for a fun twist. No drawing required, no special skills needed—just you, some paint, and a whole lot of fun!

I'm Amanda, and I'm totally obsessed with faces. They're by far the most fascinating thing to paint. After years of practice, I've refined my favorite methods, and I'm sharing them all in my online course, The Art of Abstract Faces. I'll walk you through my best tips and tricks to make your portraits come to life. So, grab your brushes and join me—I can't wait to paint with you!

This 50% off sale won't last long and is limited—grab it while you can!

Sales Campaign SUMMARY

Sales Campaign Summary

- Again, Amanda is an artist with a strong brand, she provided copy and creative, maximizing brand value
- Audience 1: New Leads, Social Following, Web Visitors, Email List and Look-a-like
- Audience 2: Detailed Targeting of Behaviors, Interests and Demographics of Amanda's Customer Avatar
- Optimized Ad by utilizing Advantage Plus and increased budget to push ad to more potential customers
- Generated almost **\$16,000** in sales with **\$35** offer in 4 weeks
- Total Campaign Ad cost of **\$591.00**

Sales Campaign RESULTS

The screenshot displays the Facebook Ads Manager interface for a campaign. It shows two ad sets: 'NMA: FACES - WARM Custom Retargeting...' and 'NMA: FACES - COLD Detailed Targeting D...'. The table below summarizes the performance metrics for these ad sets.

Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Purchases	Website purchases	Purchases conversion...
NMA: FACES - WARM Custom Retargeting...	\$15.00 Daily	961 Website Init...	91,667	153,890	\$0.34 Per Initiat...	\$329.30	181	181	\$9,630.49
NMA: FACES - COLD Detailed Targeting D...	\$9.00 Daily	768 Website Init...	40,680	72,850	\$0.34 Per Initiat...	\$261.48	122	122	\$6,111.13
Results from 2 ad sets		1,729 Website Init...	118,974 Accounts ...	226,740 Total	\$0.34 Per Initiat...	\$590.78 Total spent	303 Total	303 Total	\$15,741.62 Total

Thank you,

AMANDA EVANSTON ARTWORK

for trusting me with your business!



**“I’m loving the results,
Whoohoo!”**

“I promise a personal touch in every aspect of your campaign.”

I have always had a natural knack for presentation, a fascination with sales and a love of people. Through some unique opportunities, I have found a way to utilize all these qualities! I get the great privilege of helping people grow their business using the most innovative, efficient and cost effective marketing tool of all time, Social Media.

So Neon Media Agency was born. I am dedicated to creating and implementing customized Facebook/Instagram advertising strategies that will help you reach your desired target audience and achieve your business objectives. I understand the power of social media and how it can be leveraged to drive traffic, generate leads and increase sales.

My goal is to help you stand out from the crowd and maximize your business's potential, by working closely with you to understand your unique vision and create a tailored plan to help you reach your business goals.



KATHY PARNELL
Neon Media Agency

What are your business goals?
Let's Chat!
Book A Free Consultation Call Today

[CLICK HERE TO BOOK A CALL](#)