

From Backstage to Center Stage

How She Matters Subscription Box leveraged strategic Meta ad campaigns to increase their brand awareness and get in front of the right eyes

CMF and Company

Company

She Matters Subscription Box LLC

Industry

She Matter Subscription Box is a monthly self care subscription box. Each month centers on a different theme, provides quality products and activities.

Client Overview

She Matters Subscription Box is a monthly subscription box service that aims to help busy women make self care a real practice not just something done every so often. Each month is focused on a different theme and comes with curated products and activities designed to focus on different aspects of self care. Alicia Walton, the founder, wanted to increase their brand awareness and gain followers on Facebook and Instagram

Strategy Breakdown

Problem

She Matters Subscription Box came to me with both short term and long term goals. Alicia, and I discussed their goals for brand awareness, Instagram engagement, sales campaigns and increasing subscriptions.

Strategy

We decided to focus first, on building brand awareness to increase their engagement and followers. We decided to run a Video Views Campaign to test different audiences. At my suggestion, we also ran a Traffic Campaign to increase their website traffic. Both campaigns were designed to contribute to creating warmer and larger audiences that could be used when running Conversion Campaigns in the future.



Key Statistics & Results

Video Views Campaign

Traffic Campaign

The Video Views Campaign had 22,297 Video Thru Plays

The Traffic Campaign resulted in 1,618 Link Clicks

Each of these video views only cost \$0.02. We tested 3 different cold audiences of Moms, those interested in Beauty Brand and those interested in Weddings which ALL performed well.

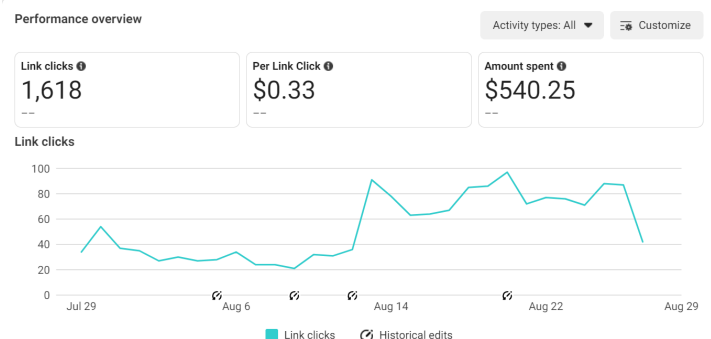
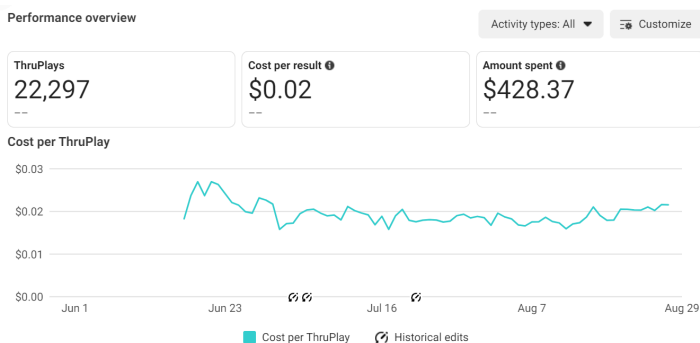
The cost for each of these link clicks was \$0.33. During this campaign She Matters Box has over 1,000 link clicks to their website, and gained 6 new subscribers (although it's important to note we were not running sales campaigns at the time)

<input type="checkbox"/>	Off / On	Campaign	Bud	Results	Uniqu outbo CTR	Cost per result	CPM (cost per 1 000)	Cost per out	Reacl	Impr	Freque	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CMF Traffic...	U...	1,618 Link clicks	2.28%	\$0.33 Per Link Click	\$7.37	\$0.33	60,593	73,270	1.21	\$540.25	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CMF: TOF E...	U...	22,297 ThruPlays	—	\$0.02 Cost per Thru...	\$9.24	—	32,039	46,377	1.45	\$428.37	Ongoing
Results from				— Multiple c...	1.50% Per Acc...	— Multiple conv...	\$8.10 Per 1,000 Im...	\$0.60 Per Acti...	91,867 Accoun...	119,6... Total	1.30 Per Acco...	\$968.62 Total spent	

Note: Unique Outbound CTR 2.28% in the Traffic Campaign ✓
Low Cost per Result \$0.02 in Video Views Campaign ✓

Video Views Overview

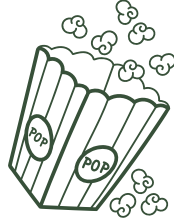
Traffic Overview



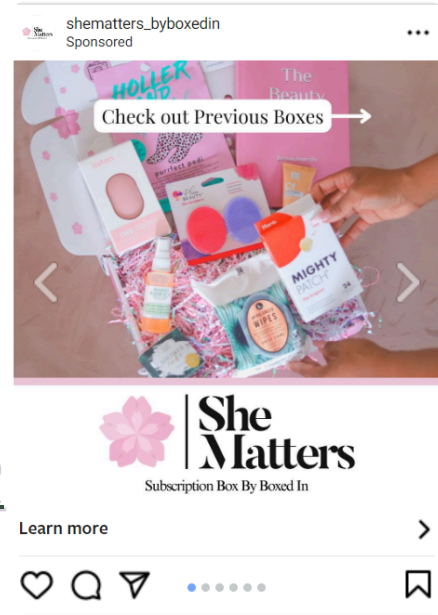
Some Of The Ad Creative Used



Click below to watch Video Ads



Video Ad 2



Video Views Copy

Ladies, it's time to prioritize YOU. Introducing the She Matters Subscription Box, LLC – your personal guide to self-care, delivered right to your door every month. Our mission is to empower you to take time for yourself and embrace self-love, one box at a time.

Why Choose She Matters?

- ★ Customized Just for You: Each box is thoughtfully curated with items that cater to your self-care needs, ensuring every moment is tailored to bring you joy and relaxation.
- 🌸 Monthly Themes: Experience a new theme every month, designed to keep your self-care routine exciting and refreshing. From pampering spa treatments to inspiring self-love activities, each box is a journey to discovering new ways to prioritize yourself.
- ✅ Quality You Deserve: We handpick premium products that promote wellness, relaxation, and beauty, ensuring you receive only the best in every delivery. Join the movement of moms who are transforming their lives through consistent self-care. Subscribe today and make self-care an effortless and essential part of your lifestyle.

Traffic Copy

Are you ready to transform your self-care routine from an occasional treat to a consistent lifestyle? She Matters Subscription Box, LLC is here to help you make self-care a habit, not just a trend. Our mission is to empower women like you to prioritize themselves through the practice of regular self-care.

Why Choose She Matters?

- 🔥 Consistency is Key: With our monthly subscription, you can effortlessly incorporate self-care into your routine, ensuring it's a regular part of your life.
- 🌟 Exciting Monthly Themes: Keep your self-care journey fresh and engaging with a new theme every month. Each box includes not only premium products but also activities designed to help you explore new ways to care for your body and mind.
- ♥ Quality You Can Trust: We curate high-quality products that support your well-being, ensuring every box is filled with joy and relaxation. Join our community of women who are taking the first step towards a happier, healthier life. Subscribe today and start making your self-care consistent.

She Matters Subscription Box was able to increase the reach of their Instagram account by 201.2% according to Meta while running ads from June to August.

We began by running the Video Views Campaigns in June and continued to do so throughout the summer to keep increasing the brand awareness. While running our Video Views Campaign we found that all 3 audiences we tested performed well. After I observed views were dropping off at 25%, we replaced it with a new video which resonated more with our audiences. So always keep an eye on those watch times!

In July we began to run our Traffic Campaign to build up the website views. After the first week and half of running at \$16/day we made the choice to bump up the ad spend to \$20/day to give Meta a little more ad spend to play with.

The combined results of these campaigns definitely provided She Matter Subscription Box with a strong warm audience for future targeting and the increased brand awareness they were looking for!

"Carolyn was very responsive and informative during our partnership together. She knew what she was doing, took the lead and allowed me to focus on running my business instead of focusing on ad performance etc. When something didn't work or wasn't performing well, she knew what to adjust and retried" - Alicia Walton, She Matters Subscription Box Founder

LET'S GET IN TOUCH

Hi I'm Carolyn!

I am passionate about helping entrepreneurs utilize Meta Ads in thier marketing to so they can reach their goals faster. Meta Ads are my business so you can enjoy yours!

My favorite thing is to help business owners who want to use ads, but feel intimidated by the tech, the strategy and the time. You want to run ads, not have ads run you, and that's why I'm here.

When I'm not running Meta Ads and woroking behind the scenes of CMF and Company mode, you can find me performing (I am a singer and an actress), swimming, or curled up with my latest book!

-CAROLYN

Don't be shy!

Book A Free Consultation Call Today

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