

CASE STUDY

FACEBOOK ADS



Landscaping Company

OVERVIEW



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Explore how a Florida-based landscape design and management company with no prior online presence successfully expanded their market reach and generated high-quality leads through targeted Facebook advertising campaigns. This case study outlines the strategies employed, challenges faced, and the remarkable outcomes achieved within a 2.5-month timeframe.



ABOUT THE CLIENT

The client is a landscape design and management company based in Florida.



PROBLEM STATEMENT

The primary hurdle was to establish an online presence and attract quality leads within a short timeframe.

GOALS

The primary objective was to establish an effective digital presence and generate high-quality leads for the landscaping business within 2 ½ months, while maintaining a low cost per lead.



STRATEGY

THE CAMPAIGN RAN FOR 2.5 MONTHS

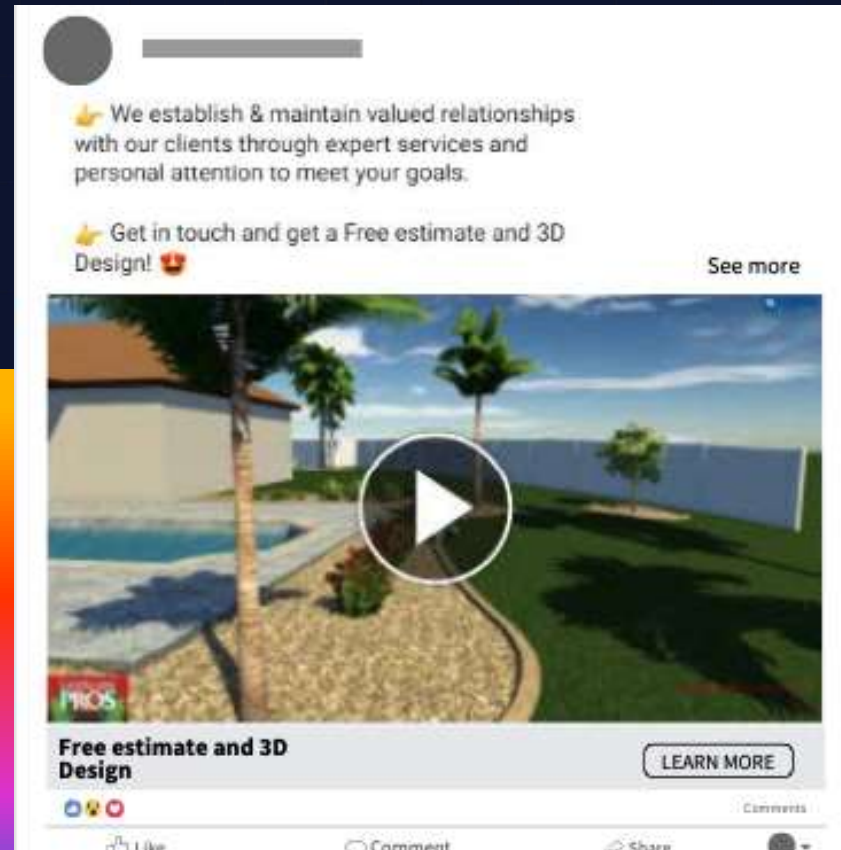
The strategy involved targeting related professionals like property managers and architects, tailoring campaigns to those showing interest in landscaping.

Facebook ads were optimized for lead generation, targeting potential clients, and a lookalike audience set was used for precise targeting. Offering a free estimate and 3D design attracted engagement and conversions.



BEST PERFORMING ADS

The best-performing ads were video ads with carefully researched targeting and actionable call to action.



DETAILED RESULTS

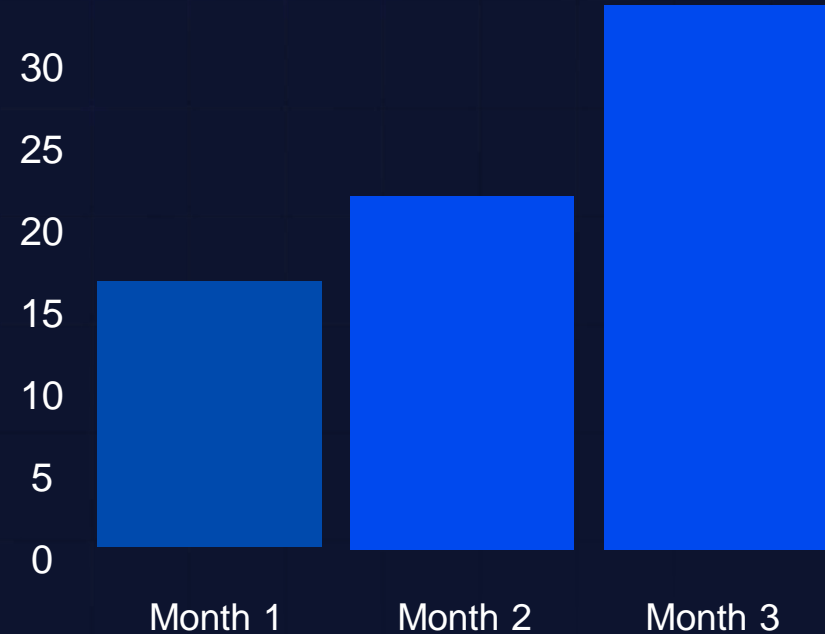
Our precise approach led to 67 high-quality leads at a cost under \$40 each, establishing a strong online presence and paving the way for future growth.

We achieved the goal of expanding the online presence and establishing a cost-effective lead generation mechanism through targeted Facebook advertising campaigns.

FINAL OUTCOME

The landscaping company successfully generated 67 high-quality leads, at the best CPL of \$40.

Number of Leads



Budget: \$1500 Per Month
Location: Florida

CONCLUSION

With a budget of \$1,500 per month, the Florida-based campaign generated 30 leads at \$37.16 per lead during 3 months, totaling 67 leads. This case study demonstrates the effectiveness of targeted Facebook advertising campaigns in driving leads and expanding the online presence of a new business.

