

Case Study: The Power of Facebook Advertising

How A Local Renovation Company Generated
1,100% ROI With Less than **\$15/Day**

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The Problem

The Problem

The Company

Refabulated Painted Kitchens & Furniture offers an affordable, environmentally friendly professional **spray painting service for dated kitchen cabinetry**.

On-site painting, uninstalling, painting, and reinstalling **cabinet doors and drawers, and furniture painting** are their areas of focus.

The Context

The company is challenged with using **traditional forms of advertising** and promotion to reach the “right target” prospects needed to grow their business.

They have been able to manage organic social media but find that **it just doesn't work** to increase leads and drive new business opportunities.

Our Challenge

The **goal** of the company is to **double** from 5 jobs per month to **10 jobs** per month before the end of the year. Only **\$350/mo** in media ad spend.

- Strategically **increase brand awareness** of the company in the Niagara Region.
- Generate enough **leads** to close **10 new clients** each month.

Our Challenges

Challenges Deep Dive

Expand Brand Awareness

Social Media Marketing

- While Refabulated has loyal and engaged FB fans, the client is spending more time “**preaching to the converted**”, as opposed to growing new fans - i.e. new customers and awareness.
- The client's time is better spent **closing new business** than posting on social media.

Expand Qualified Audience

Website & SEO Issues

- We discovered **user experience (UX), pagespeed, mobile** and other SEO issues on the client’s website that were decreasing conversions.
- High **bounce rate**, low **time spent** on site, and low click through while on site point to **poor website design & development** in this case.

Close The Best Prospects

Targeting Wrong People

- The client needed a **professional and experienced** digital marketing agency to take over her social marketing.
- Her team didn’t know how to reach a new audience of the “**right**” **prospects** in order to reach **growth goals**.

Our Solutions

Our Solutions

Social Media Advertising

Facebook Advertising

- Develop 3 unique user-marketing **personas/”customer avatars”**.
- Create custom, **hyper-targeted** Facebook audiences.
- Design Ad creative for each persona. Launch **2 x 2-week Ad Campaigns** each month.

Search Engine Rankings

Initial Website SEO + Blogs

- Comprehensive **keyword research**
- Implement initial **search engine optimization** (SEO) strategy on current website.
- Write and publish 1 x 1200 word, **search optimized, user formatted blog article**, with images & video.

Increase Conversion Rate

Retargeting on Facebook

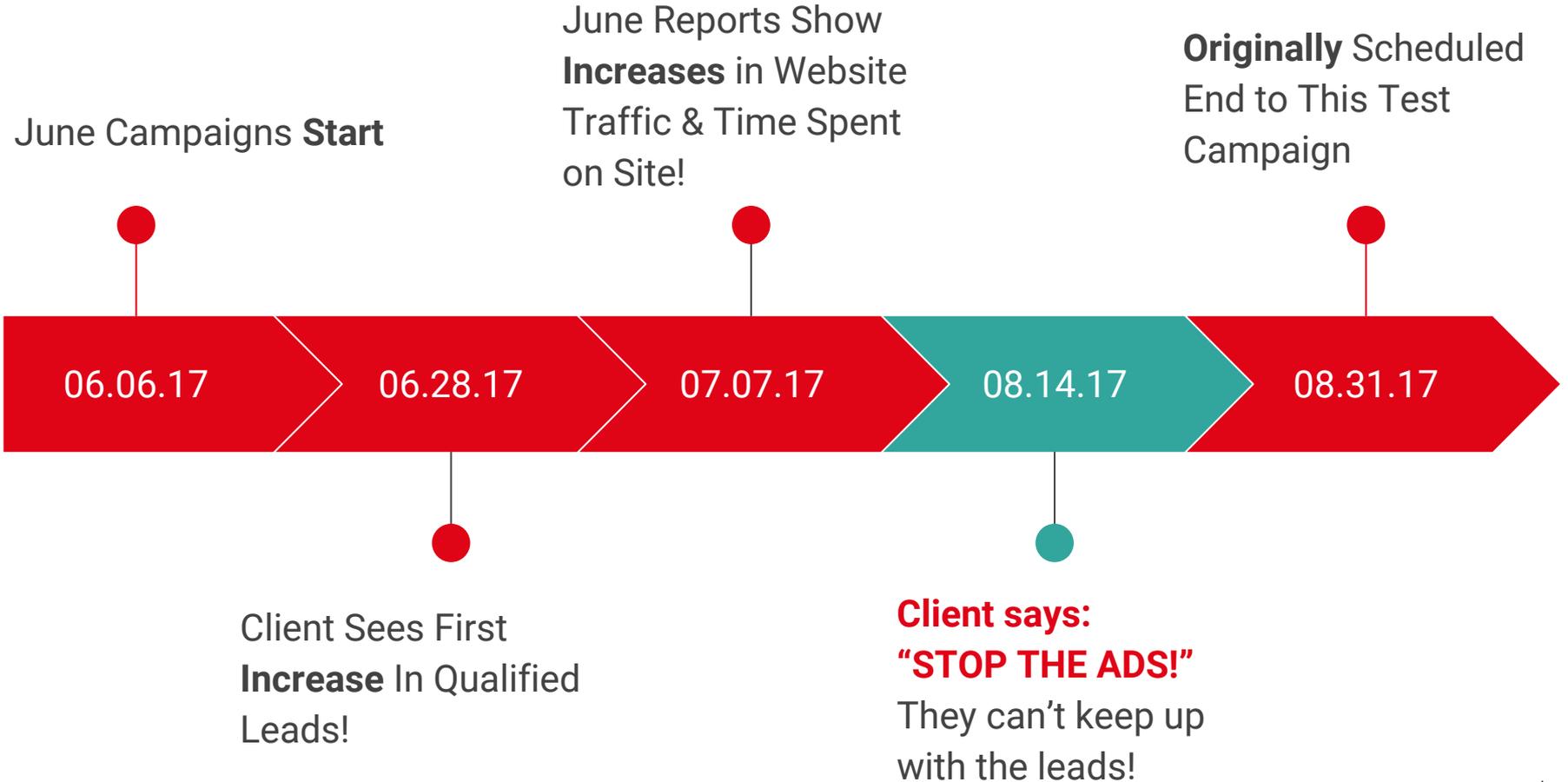
We develop a **new local audience** and help move targeted Facebook users through the sales funnel with:

- **Engaging** social media images
- Useful, **relevant** blogs
- Implement **retargeting tactics** on Facebook.

Steps To Our Solutions

- Craft user-marketing personas, or “**customer avatars**” to completely understand exactly who we’re communicating with.
- Craft a **marketing funnel** as we know we are dealing with a “**cold**” audience who hasn’t heard of Refabulated before.
- Produce **highly relevant, high quality, optimized content assets** (blog articles) in order to attract the interest of our target audience and draw them into our solution.
- Published just 1 x **800-1000 word article**/month.
- Create **highly visual** and appealing creative and ad copy using **authentic before and after photos** of previous kitchen cabinet painting jobs and **personalization** of the Refabulated team.
- Our strategy includes a **tactical mix of SEO and Social Media Marketing**. We use social media for demand generation. We use Google (and Bing) search for demand fulfillment.

Our Implementations



Our Implementations

THE PLAN

- Facebook Advertising
- 2 x 2-week paid ad campaign on Facebook/month
- First campaign launched on June 6, 2017.

OUR GOALS

1. Increase brand awareness
2. Drive highly qualified and targeted users from Facebook to the client website

OUR TARGETS

- Women 35-64 living in the Niagara Region from Fort Erie to Grimsby, Ontario
- Have children who are 18 years of age or older
- In the market for home improvement, specifically kitchens and bathrooms
- Average household incomes of \$70,000+

OUR FACEBOOK AD OBJECTIVES

- Brand Awareness (with the carousel ad format)
- Traffic (using optimized blog content assets to drive users to the website)

The Client Says: “STOP THE ADS”!

On August 14, 2017, after only 8-weeks of Facebook advertising, our Social Marketing Strategist, Gaby Belanger, **received this email from our client.**

*“Please pause or postpone any fb ads we have on the go until further notice **i can’t keep up with the messages and inquiries.**”*

How’s That For ROI?

----- Forwarded message -----
From: "Gabrielle Belanger" <gaby@vpdm.ca>
Date: Aug 14, 2017 11:28 PM
Subject: Fwd: Ads
To: "Vee Popat" <vee@vpdm.ca>
Cc:

----- Forwarded message -----
From: Michalea At Refabulated <info@refabulated.com>
Date: Mon, Aug 14, 2017 at 11:09 PM
Subject: Ads
To: Gabrielle Belanger <gaby@vpdm.ca>

Please pause or postpone any fb ads we have on the go until further notice I can't keep up with messages and inquiries.



Michalea Barrett, Paint Maven
Refabulated Painted Kitchens &
Furniture

Text or call: [289-690-1047](tel:289-690-1047)
Visit us online: refabulated.com

Connect with us!   

The Client Says: “5x ROI”!

Client was asked on Facebook the one thing they did, as a business, to promote their brand that was successful. Her response:

- “Hired a digital marketing company”
- “I have more work than I know what to do with”
- “Best thing I’ve done for my business in the way of investing”
- “Return on investment is 5 times per month”
- Increase in ROI of 1,100%



Our Impact

Impact: Our Results

3-MONTH ADVERTISING SUMMARY

Purpose:	3-Month Test Campaign
Period:	June 1 - August 28, 2017
Campaigns:	4 on Facebook
Media Spend:	\$264/month
Total Spent:	\$792.02

WEBSITE ENGAGEMENT

Avg Time On Landing Page: **2:52**

Almost 3:00 minutes spent on site!

Avg Pages Viewed on Site: **3.83**

Almost 4 pages viewed by each user/visit!

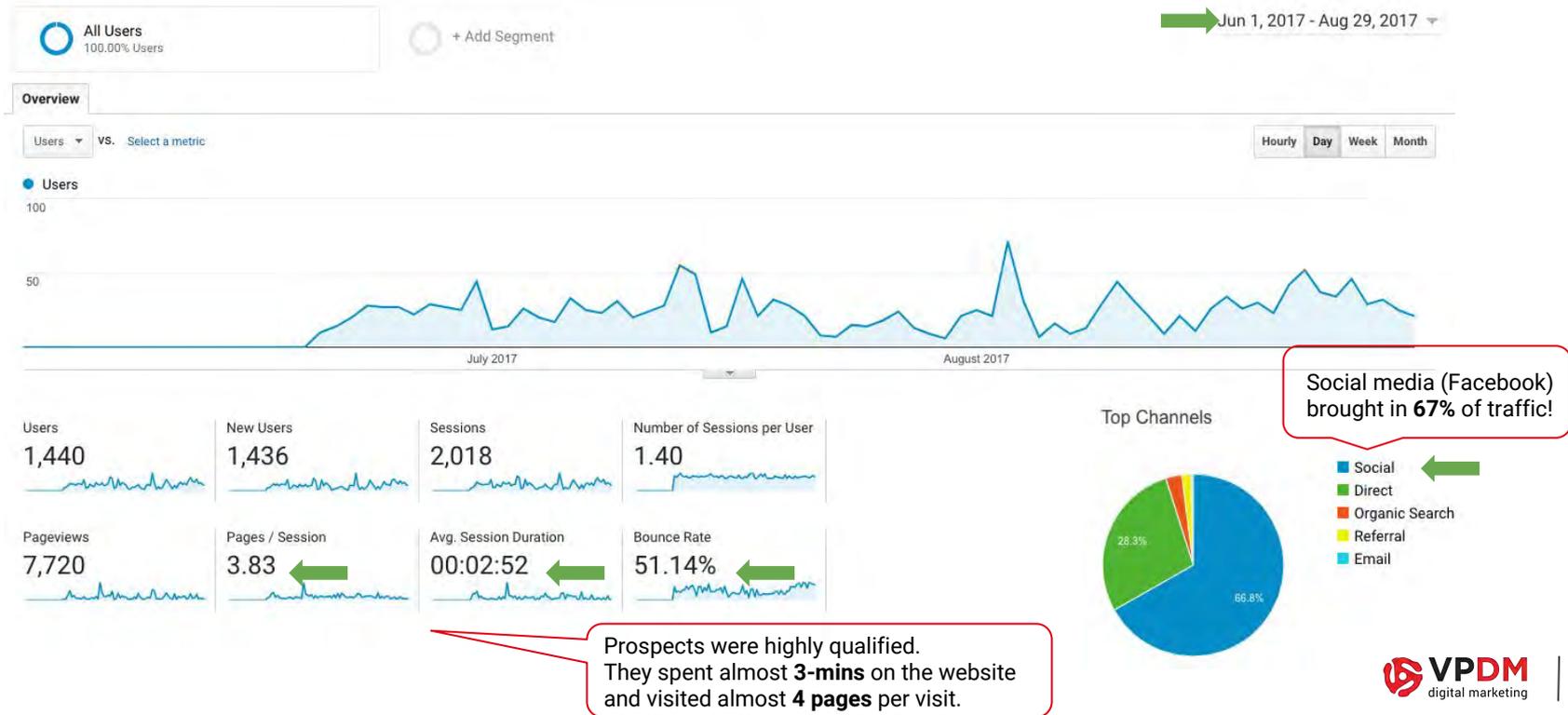
Total Leads: 153+

Total Jobs: 32 ← **Goal Exceeded!**

KEY PERFORMANCE INDICATORS

Reach:	26,273
Impressions:	91,828
CPM:	\$8.63
All Clicks:	3,266
CTR (All Clicks):	3.56%
CPC:	\$0.24
Link Clicks:	2,042
Cost Per Link Click:	\$0.39
CTR (Link Clicks):	2.22%
Engagement Rate (Link Clicks):	7.77%
Ad frequency:	3.5x/user
Post Reactions:	196
Post Shares:	46
Post Comments:	18
Page Likes:	41

Website Impact



Summary

Facebook Advertising Works For Small Business!

So much so that one client **had to stop the advertising** in order to **catch up and keep up** with demand and inquiries.

In a period of just **8-weeks**, with **less than \$800 spent** on media advertising, we achieved:

- 91,828 Impressions
- **CPM: \$8.63**
- CPC: \$0.24
- 3,266 clicks
- 7.77% Engagement Rate
- 2:52 average time spent on website
- **153 Leads**
- **32 Signed Contracts**
- 1,100 % ROI
- 5x ROI per month



Increased
ROI by
1,100%

Our Team



GABY BELANGER
Social Marketing Strategist
Team Lead



JULIAN IRWIN
Web Developer
Branding



Hector Feliz
Web Developer



COURTNEY LANGILLE
Digital Graphic Designer
Social Media Coordinator



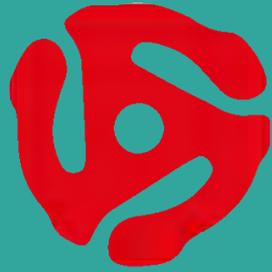
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