



500% Increase in Subscribers

Client Overview

After growing her email list organically through social media for 3 years, our client recognized the need to partner with a paid media agency to effectively grow her email subscribers through Facebook & Instagram Ads.

Strategy

Target Audience

We created detailed personas and segmented our audiences into separate ad sets to strategically serve ads that would resonate with people from different demographics and with different interests and behaviors.

Compelling Messaging

We personalized our messaging for each one of our personas to successfully connect with each audience. By tailoring the messaging to each persona, we were able to achieve a strong click-through rate and conversion rate.

Creative Ad Designs

We designed ads that were visually appealing and engaging to stand out among other content in the feed. By creating ads that captured our audience's attention, we were able to effectively grow our client's email subscription list.

Results

In just 3 months, of running ads on Facebook & Instagram, we were able to grow our client's email subscription list by 500%.