



10:1 ROAS

Return on Ad Spend

Client Overview

As a new private practice, our client was looking for an affordable solution to get more patients. She recognized the potential of advertising on Facebook & Instagram, but knew that she needed to partner with an agency to achieve the results she was looking for.

Strategy

Target Audience

We conducted extensive research on our client's target audience, including their demographics, interests, and behaviors. This helped us create detailed personas that we used to target the right audience with our ads on Facebook & Instagram.

Compelling Ad Copy

We crafted compelling ad copy that highlighted the benefits of her services and used clear CTAs to encourage people to submit a contact form.

A/B Testing

We conducted A/B testing of different ad variations to determine which ad performed best and made adjustments accordingly.

Budget Optimizations

We carefully monitored and optimized our client's ad spend to ensure maximum ROI.

Results

By investing \$500 in Facebook & Instagram ads, we were able to help our client get 5 new patients, which generated \$5,000 in revenue.