



# SOCIAL ADS DRIVE AWARENESS AND GROWTH FOR START-UP

**Client:** A boutique greeting card brand looking to establish a digital presence

**Objective:** As a new entrant in the market, our client aimed to build brand awareness, grow their online community, and drive e-commerce sales. Their key objectives were to grow their following and engagement on social media to drive revenue and sales.

**Solution:** Our team developed and executed a paid **social strategy** tailored to the client's goals and target audience—women aged 25-44.

- **Instagram Focus:** Established Instagram as the primary engagement platform, increasing page growth and interaction with potential customers.
- **Facebook for Sales:** Built a **robust Facebook store** and launched targeted paid ads to drive direct purchases.
- **Database Growth:** Used **Facebook lead ads** and **coupon incentives** to collect customer emails, creating a valuable database for future marketing.
- **Ongoing Optimization:** Implemented continuous **testing and campaign refinements**, providing weekly reports and adjusting strategy to align with business KPIs.

## RESULTS

Over the course of six months, the campaign delivered significant improvements in efficiency, engagement, and brand recognition:

- **80% decrease in cost per purchase**, dropping from over \$100 to just \$20 at its lowest point.
- **300+ new email signups**, with cost per lead reduced by 57.26%, reaching \$5.15 in the final month.
- **Brand recall increased by 71%**, rising from 7% to 12% according to Facebook's tracking.
- **166% increase in Facebook engagement rate**, climbing from 33% in the first month to 88% by the campaign's end.

**Conclusion:** By leveraging a **strategic mix of engagement and conversion-driven campaigns**, the start-up successfully built brand awareness, grew its audience, and established a strong foundation for future growth.

**Looking to scale your brand through paid social?  
Let's craft a strategy that delivers measurable impact.**

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