

FACEBOOK CAMPAIGN

FOR BUSINESS FORUM

- ① GOALS
- ② WHAT WAS DONE
- ③ RESULTS



GOALS

- ① INCREASE THE AWARENESS OF THE BUSINESS FORUM IN LVIV WITH AN AVERAGE COST FOR ENTRY OF \$150
- ② INCREASE THE NUMBER OF VISITORS OF FORUM THROUGH ADVERTISING ON SOCIAL NETWORKS
- ③ SET UP FACEBOOK PIXEL ON THE LANDING PAGE

WHAT WAS DONE

- ① ANALYZED THE TARGET AUDIENCE AND COMPETITORS
- ② COMMUNICATED WITH THE DESIGNER REGARDING THE CREATION OF ADS BANNERS
- ③ SETTED UP FACEBOOK PIXEL
- ④ SETTED UP AND LAUNCHING AN ADVERTISING CAMPAIGN ON FACEBOOK AND INSTAGRAM
- ⑤ SETTED UP RETARGETING CAMPAIGN ON FACEBOOK AND INSTAGRAM

RESULTS

① +150 NEW MQLs. COST PER LEAD = \$5.55

Campaign	Amount of expenses	The results	Price for the result	CPM (cost per...)	Link clicks	CPC (cost per lin...)	CTR (click rate)
Retarget Leads	\$145.55	.52 ⁽²⁾ Leads from the site	\$2.80 ⁽²⁾ For ice	\$4.59	218	\$0.67	0.69%
Landing Leads 2.0	\$181.33	.41 ⁽²⁾ Leads from the site	\$4.42 ⁽²⁾ For ice	\$2.21	704	\$0.26	0.86%
Posts Geo + Audience	\$106.71	10,470 Interaction with the p...	\$0.01 For interacting ...	\$3.38	2	\$53.36	0.01%
Image video Geo + audience	\$19.17	1 457 Link clicks	\$0.01 By clicking the li...	\$0.70	1 457	\$0.01	5.30%
Early birds Page view	\$5.36	2 Link clicks	\$2.68 By clicking the li...	\$11.99	2	\$2.68	0.45%
Landing Lead Geo + Audien...	\$505.09	.57 ⁽²⁾ Leads from the site	\$8.86 ⁽²⁾ For ice	\$2.81	1 353	\$0.37	0.75%
FB Event Geo + Audience	\$242.15	305 Responses to events	\$0.79 For responding t...	\$0.59	3 149	\$0.08	0.76%
Results from 7 campaigns ⓘ	\$1,205.36 General expens...	—	—	\$1.57 For 1000 l...	6,885 That's all	\$0.18 For action	0.90% For sho...