Facebook Ads

Case Study

About

OUR CLIENT

This company is a Texas-based plastic surgery clinic. They specialize in both cosmetic and reconstructive procedures for patients of all ages.

GOAL

To bring in more high-quality leads for its liposuction treatment and reach a lower cost per lead with a simplified Facebook ad structure.

PROJECT DURATION

2 Months

PROBLEM STATEMENT

The cost of treatments for plastic surgery is high so they wanted to target only users who can afford the treatment costs. Also, treatments were popular mostly among women, limiting the pool of audience.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA

1

The First Phase

We ran Facebook Messenger Ads so that interested users can start a conversation using messenger and ask questions without the need to visit a landing page. These leads were nurtured by the sales team.

2

The Second Phase

The messenger campaign and ad set were created with a target audience of higher-income individuals. The target area of the campaign was within the clinic's city.

3

The Third Phase

We used descriptive videos prepared by the clinic's doctor describing the liposuction procedure In the ad copy, we encourage users to take advantage of a pricing special on a procedure.

Number of Leads Per Month

Month 1		Month 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
55	$3.59	88	$3.59

$ Budget:

$350 Per Month

Location

HOUSTON, TEXAS

Key Metrics

Reach	Leads	CPR	CTR	CPC
3,700	149	$3.56	17.80%	$0.37

Best Performing Ad

Solution

The combination of Messenger Ads and Video Ads helped not only bring in prospects but then give them a personal touch, which encouraged them to take action. As a Facebook Messenger Ad, the *Send Message* call to action opens Facebook messenger where the user can have their questions answered or easily book and appointment.

Final Outcome

We were able to generate 149 high quality leads at a CPR of $3.56 for this client.