

GREATLY DIGITAL MEDIA

Digital Marketing
Case Study





ABOUT GREATLY DIGITAL AND THE GREATLY AGENCY

Greatly Digital and The Greatly Agency together are a nimble and affordable digital consulting, recruitment and advertising agency made up of marketing freelancers specializing in Digital Marketing, eCommerce Strategic Marketing and Business Management, Branding, Digital Marketing, Social Media, Design and more...

MISSION, VISION, AND GOALS

The Mission of the Greatly Agency and Greatly Digital Media is to provide our clients with the affordable expertise to reach their business objectives efficiently and effectively through strategic uses of digital marketing and brand storytelling.

Our associates are passionate about using their experience to bring small to medium sized businesses from good to **great**.



DIGITAL MARKETING CASE STUDY

CHALLENGE

In Spring of 2020 our client came to The Greatly Agency for help strategizing how to increase membership consideration for their Country Club, catering to affluent men and women 45 years or older.

The client wanted to increase awareness early enough in the buying/consideration process for prospective member to evaluate the club as the high cost of membership was typically not an impulse purchase.

The client had limited resources and monthly budget, plus a number of club value propositions to communicate: year round golf, world class wellness, exquisite dining, or luxury housing and accommodations.



SOLUTION AND RECOMMENDATION

Strategizing with the client on available resources, budget and objectives it was determined that Facebook advertising would be the best media to start, with the ability to reach the greatest number of individuals in the target audience including specialized inclusion criteria for age, interest and household income.

Further, Facebook Advertising forms offered a seamless integration for customers to receive more information with lower barriers to sign up.

Tactics included the use of paid and organic content boosts on Facebook. IN addition Facebook Ads Manager "Paid social" ads would allow for multiple cost effective test lead generation campaigns promoting different amenities to run and be compared.

Lead generation via paid Facebook advertising and a website custom conversion, allowed the client to move the leads further down the sales funnel to increase consideration and re-market them throughout the summer and into the fall.

TACTICS: SPECIFICS

Creative and Content: The first challenge was to determine what amenity our demographic valued most: golf, dining, wellness, or housing. A modest budget of a few hundred dollars was split across A/B testing test with 5 creatives treatments to learn more about audience engagement. The champion ad would then be rolled out beyond the testing period and optimized for maximum audience engagement and results.



Cadence and Schedule:

A/B testing of content and audiences was employed with new ads testing each week of the three month period.

Budget and Objectives: With limited budget under \$1000 was initially used to determine the best performing ads based on our objective. The champion ad was then rolled out to maximize lead generation, return-on-ad-spend (ROAS) and minimize cost per result.

Audience:

- Gender: Men & Women
- Age: 45 +
- Location: United States, New England

Audience:

- Demographics: Top 10% Household Income
- Affinity Interests: Golf, Dining, Wellness, Country Club, Snowbird, Florida

Format:

- Facebook Ads



FACEBOOK
ENGAGEMENT



WEBSITE
VISITS



LEAD GENERATION

MEASUREMENT

Measurement metrics were based on reach, engagement, and lead generation

01

VOLUME OF POSTS

The number of times you have shared content

02

TOTAL CLICKS

The number of users who clicked on the link in a post

03

TOTAL LEADS CUSTOM CONVERSION

The number of people who visited the website and Facebook form

04

BUDGET AND SPEND

What was the Return on Investment?

05

POST ENGAGEMENT

The number of users who interacted with our ad

06

LEAD GENERATION

The number of active leads acquired via social means



TEST RESULTS: 3 MONTH PERIOD

- 01** VOLUME OF POSTS:
10
- 02** TOTAL CLICKS:
3,210
- 03** TOTAL LEADS
CUSTOM CONVERSION:
33/12
- 04** BUDGET AND SPEND:
\$500/\$357.14
- 05** POST ENGAGEMENT:
3,039
- 06** LEADS GENERATED:
99

TOTAL REACH:

47,016

TOTAL IMPRESSIONS:

62,785



FACEBOOK
ENGAGEMENT



WESBSITE
VISITS



LEAD GENERATION

CONCLUSION, LEARNINGS AND INSIGHTS

Compared with traditional offline media, as well as other digital methods, Facebook Advertising offered our client a cost effective platform to reach a greater number of potential customers within their target market for a small budget. Using testing methods on creative and audiences, to determine the most effective ad set-up, over 100 leads were generated within a three month period. With a forecasted sales lead-to-conversion ratio of even 1%, the high purchase value of a membership would yield a very positive Return-on-Investment (ROI) and Return-on-Ad-Spend (ROAS)

"We were really surprised with how many more leads we were able to get on the Facebook Instant Form as opposed to the website form for a small budget." -- Meghan, The Greatly Agency

360 DEGREE MARKETING



At the Greatly Agency our expertise is understanding your company objectives from the top down. We know marketing and social media are merely tools meant to support company objectives. We approach all of our campaigns with this in mind. We cost effectively and efficiently help you build our your marketing toolkit to reach your objectives cost effectively.

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