



# 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

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### 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.

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### 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.

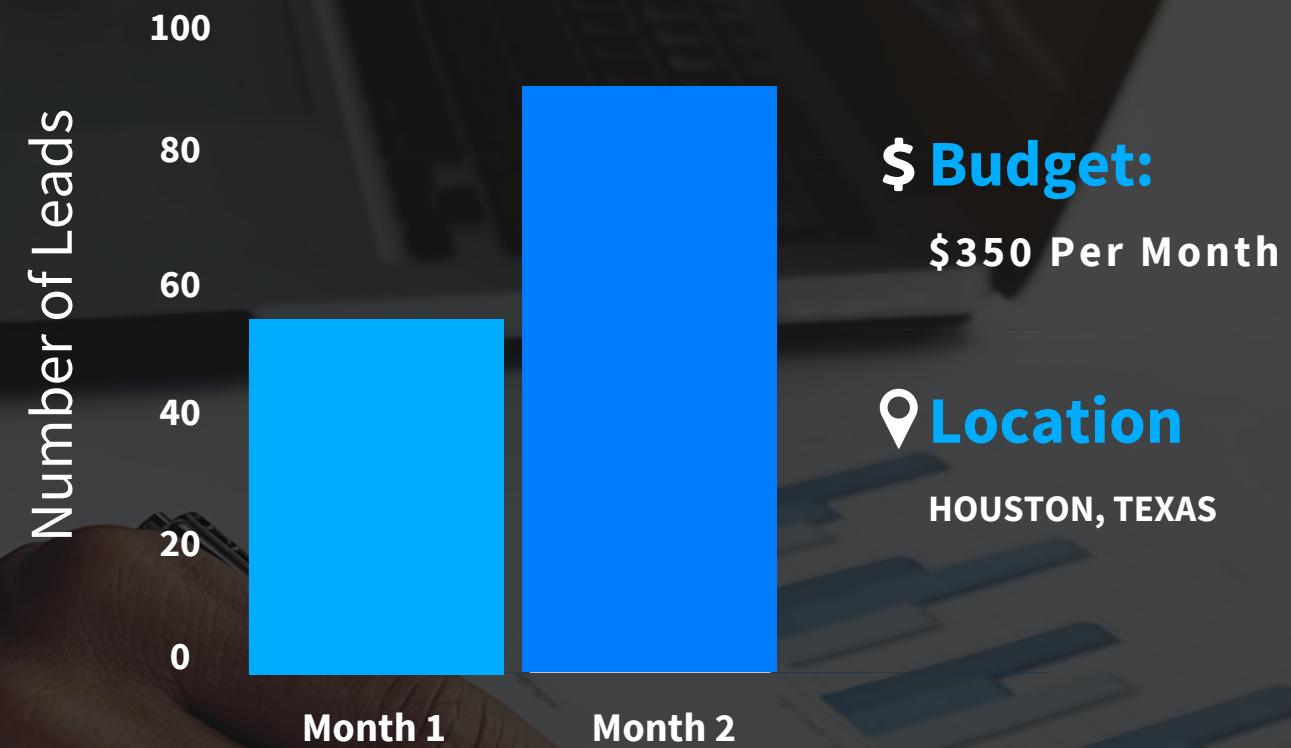
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### The Third Phase

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



## Key Metrics

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

# Best Performing Ad

The image displays a Facebook interface on a laptop screen. At the top, a navigation bar contains a search bar, a profile icon, and icons for friends, messages, and notifications. Below this, the main content area shows a video advertisement. The ad's headline reads "Go from Flab to fab with in office Liposuction!" followed by a "See more" link. The video thumbnail shows a person in a surgical setting with a play button overlay. Below the video, the text "Get In Touch Today" is visible. A "MESSENGER" button with the text "Special Pricing | Contact Us now" and a "SEND MESSAGE" button are positioned below the video. At the bottom of the ad, there are icons for "Like", "Comment", and "Share", along with a "Comments" link. The background of the laptop screen shows a blurred image of a person's face.

## Solution

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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

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