

Facebook Lead Ads

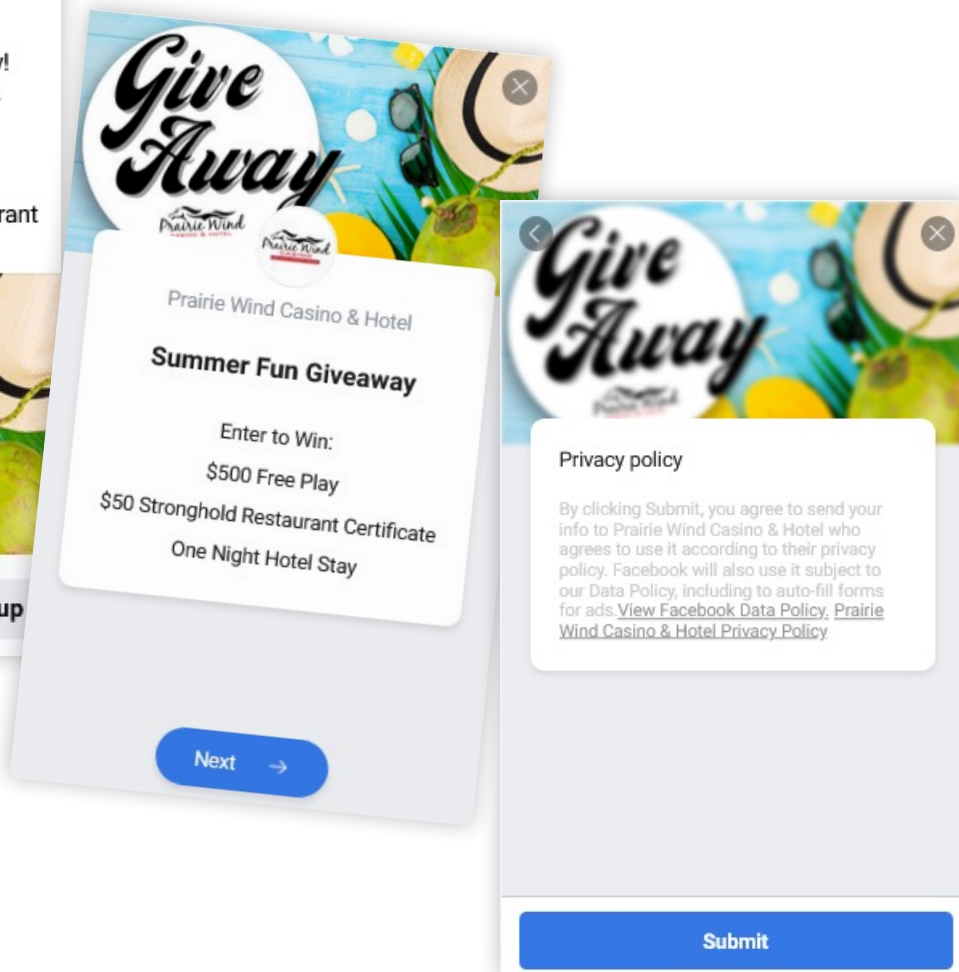
– Case Study: Casino –

Overview

With the goal of gathering emails for a casino's monthly eblasts, we set up a Facebook Leads campaign that promoted the casino's Summer Fun Giveaway. Those served the ad could enter their information for a chance to win \$500 in free play, a hotel stay, and a restaurant voucher.

RESULTS:

- 14,508 People Reached
- 581 New Leads
- V76% Lower Cost Per Lead Compared to Similar Campaigns



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LET'S WORK TOGETHER

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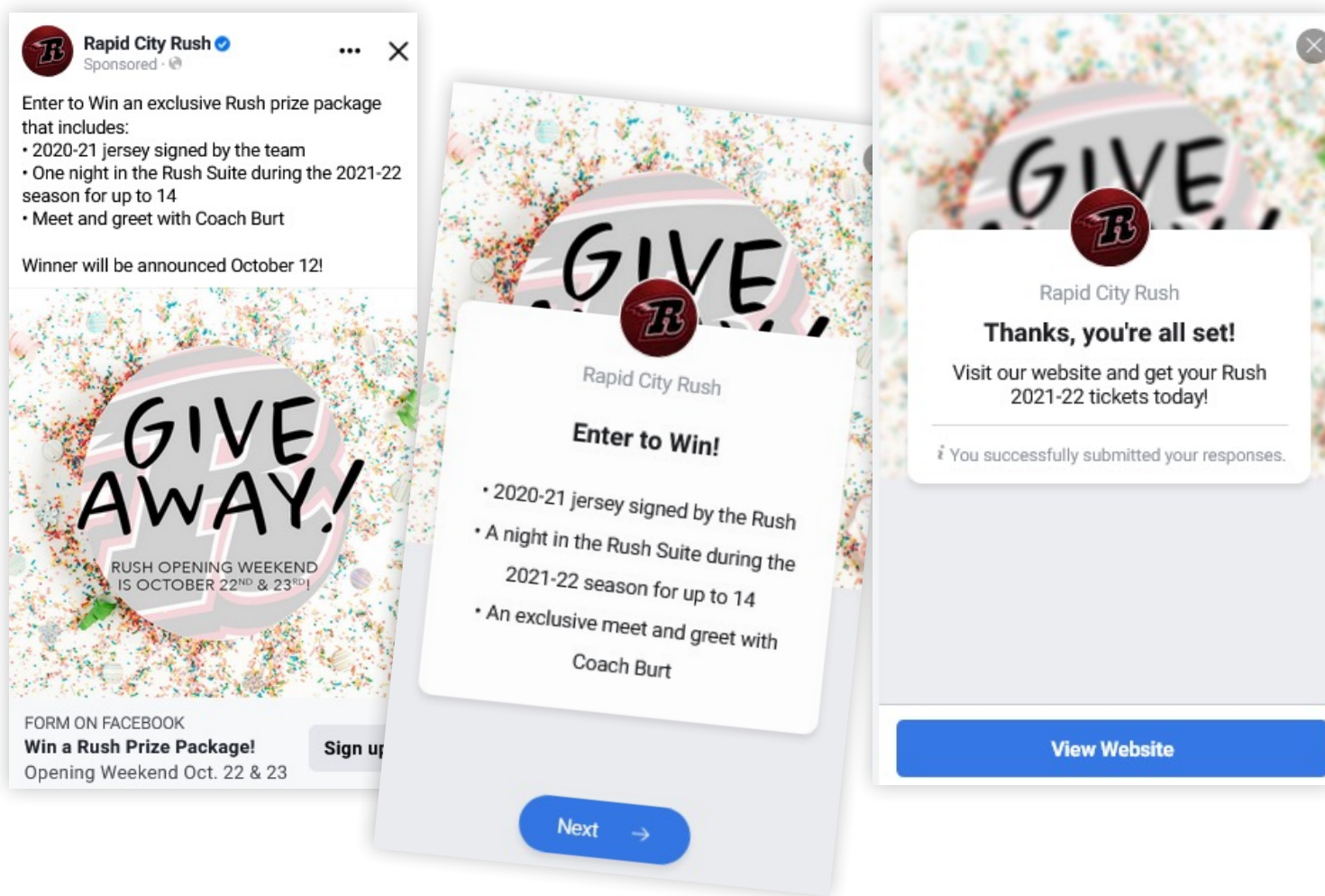
– Case Study: Local Hockey Team –

Overview

A local hockey team enlisted us in growing their email list, and we decided a Facebook Leads campaign would do the job! By promoting a highly coveted prize package that included a signed jersey, a night in the hockey team's branded suite, and a meet and greet with the team's coach, we were able to gain quality leads that we could then use to promote ticket packages and maintain top-of-mind awareness.

RESULTS:

- 18,348 People Reached
- 1,354 New Leads
- 93% Lower Cost Per Lead Compared to Similar Campaigns
- 110% Higher CTR Compared to Similar Campaigns



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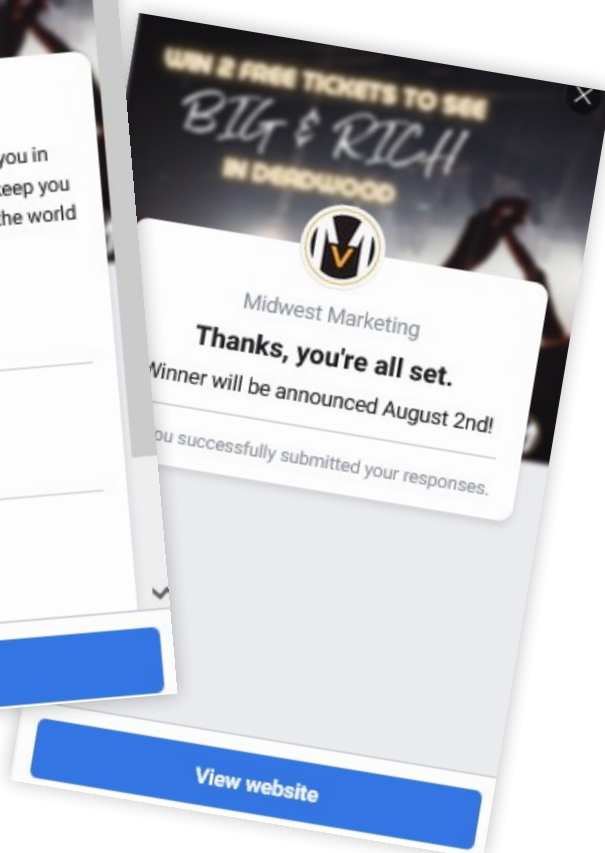
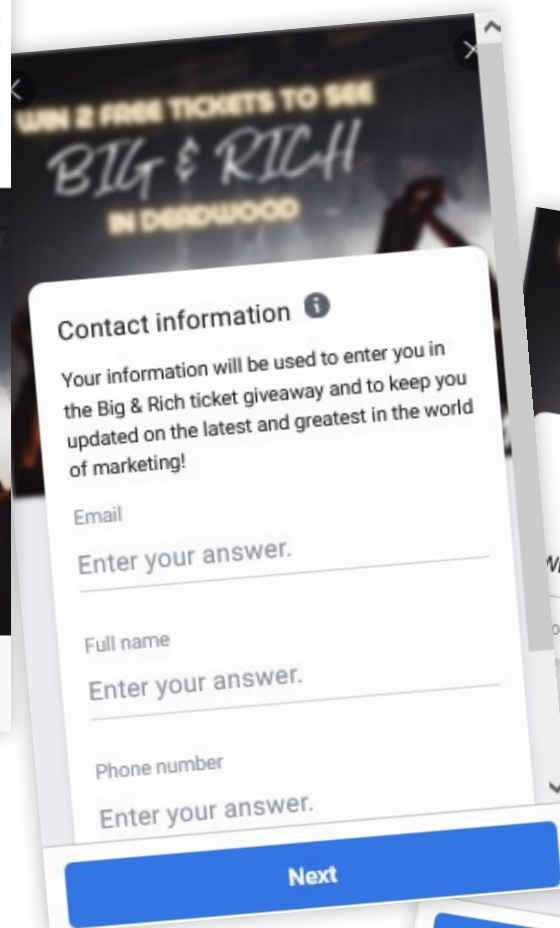
– Case Study: Midwest Marketing –

Overview

Everyone needs a little self-promotion! We wanted to beef up our email list, so we decided to hold a giveaway for two Big & Rich concert tickets.

RESULTS:

- 4,857 People Reached
- 188 New Leads
- 90% Lower Cost Per Lead Compared to Similar Campaigns



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– Case Study: Camping Resort –

Overview

Using a free membership as the grand prize, we ran a giveaway using a Facebook Leads campaign to gather entry information. By submitting their information, participants agreed to emails about future promotions and giveaways, giving this camping resort valuable leads to use for their email marketing list.

RESULTS:

- 15,820 People Reached
- 305 New Leads
- 70% Lower Cost Per Lead Compared to Similar Campaigns

Hart Ranch Camping Resort Club
Sponsored · 🌐

We're giving away a 1FT membership to one lucky winner, plus a pair of Wild West Wednesdays Rodeo tickets! Winner will be notified July 15th.

A 1FT allows for one RV site reservation for up to 1 week in the peak season (excluding Sturgis bike week) and the off season has full usage of all rental types, including cabins!

Membership GIVEAWAY

FORM ON FACEBOOK
Win a Hart Ranch Membership!

Contact information ⓘ

We will use your information to sign you up for our Membership Giveaway contest and to keep you informed of future promotions and giveaways.

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

Next

Hart Ranch Camping Resor...

Thanks, you're all set! Winner will be announced on July 15.

You can visit our website or exit the form now.

📘 You successfully submitted your responses.

View website

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