

SOCIAL MEDIA CASE STUDY

Gain followers | Increase engagement
Generate new leads | Drive traffic to the
business website | Build brand identity



OVERVIEW

One of the main goals for any business is to be discovered by their customers, which makes adding social media to a business's marketing strategy essential in today's market. Constant Contact's Marketing Managers can help by creating regular social posts, boosting existing posts, and creating and managing social ads. We enable our customers to reach their target audience with messaging and images that help drive results.

Our Marketing Managers provide support for Facebook, Instagram, and LinkedIn; however, they are not able to post daily, and do not support YouTube, TikTok, Snapchat, and X.

SOCIAL MARKETING GOALS

- Gain followers
- Increase engagement
- Attract new leads
- Drive website traffic
- Establish a consistent posting cadence
- Create and launch promotional ads
- Grow brand awareness and affinity
- Increase organic SEO

SOLVING COMMON CHALLENGES

- **No social media presence.** Our Marketing Managers are experienced and can set customers up from scratch.
- **Lack of technical expertise.** Our Marketing Managers are tech-savvy, and regularly advise customers on social media best practices, including the nitty gritty of how to create posts and ads.



EXAMPLE SOLUTIONS

Facebook Giveaway Lead Campaign

- o Monthly budget: \$150
- o 3-month run time
- o **Results:**
 - 198 new leads from lead ad
 - Cost per lead of \$2.27

LinkedIn Ad

- o **Results:**
 - 4000+ impressions
 - Cost per click: \$0.89
 - Avg. clickthrough rate nearly 4x the platform average

Facebook Boosted Post w/Amazon Affiliate Links

- o Monthly budget: \$125
- o 2-week run time
- o **Results:**
 - 53,440 reach
 - 22,452+ engagement
 - Cost per impression: \$0.01

Facebook/Instagram Giveaway Lead Campaign

- o Total budget: \$500
- o 3-week run time for each of two ads
- o **Results:**
 - 987+ new leads
 - 109,000+ impressions
 - Cost per lead Ad 1: \$0.23
 - Cost per lead Ad 2: \$0.36

Facebook Ad Campaign for Online Auction Site

- o Total budget: \$200
- o 1-week run time
- o **Results:**
 - 750+ new online auction website visits
 - 33,100+ impressions
 - Cost per lead: \$0.27

Facebook/Instagram Lead Gen:

- o Biweekly budget: \$100
- o **Results:**
 - 5,574 new leads
 - Cost per lead: \$0.39
 - Avg leads/day: 20

REAL LIFE MARKETING MANAGER RESULTS



Achieved a 46% email open rate with a 20% clickthrough rate, a 33% increase over the average open rate for publishers (15.51%).



Generated 198 net new contacts by running a promotional ad on Facebook and Instagram with a monthly budget of \$150.



Significantly increased customer's web traffic by utilizing social ads, regular organic posting, and email marketing.