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## Social Media Advertising Case Study

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### Background

In March 2021, BK Royston Publishing (Book Business Bosses) contracted with Robust Marketing to generate more leads and secure more book publishing clients.

### Goals

1. Generate e-book downloads.
2. Increase sales for writing boot camps.
3. Secure book publishing deals.

### Services

Social Media Advertising - Facebook Ads campaigns.

### Timeline

March 2021-April 2022

### Results

Over the last year, BK Royston Publishing received the following results:

- People Reached: 21,558
- Engagement (Likes, Shares, Saves, Comments): 382
- Website Visitors: 585
- Cost Per Website Visitor: \$3.02
- Leads: 314
- Cost Per Lead: \$5.63
- Boot Camp Sales: 10
- Publishing Clients: 6

Our legacy client achieved these results in 12 months with our services!

Social media advertising campaigns played a major role in their success. BK Royston Publishing spent roughly \$1,768 on advertising spend.

A price they were more than happy with considering the \$19,493 revenue generated.

## Conclusion

Social media advertising is a great tool for achieving long-term success. The first 3 months are all about testing and gathering data to make more informed advertising plans. The core benefits of social media advertising are brand recognition, lead generation, and sales. Anyone can launch a social media advertising campaign, but a lack of experience could cost businesses valuable time, money, and results.

Our experienced Robust Marketing team emphasizes funnel strategy, data analytics, campaign structure, and client communication to deliver results.

## Social Media Advertising Services

- Networks: Meta Ads (Facebook/IG), LinkedIn Ads
- Dedicated Account Manager
- Initial Campaign & Funnel Strategy
- Advanced Audience Targeting & Discovery
- Image Ad Creation (Ask about video)
- Budget Management & Optimization
- Analytics & Reporting
- M-F Account Monitoring
- Monthly Performance Calls
- Up to 2 hours of Marketing Consulting each month