

Case Study for a Boat Dealership Business



Challenge

The client has a luxury boat dealership that specializes in selling high-end boats. The target audience for these products are individuals with high-income groups. Our team developed a customized strategy to address this challenge. Our campaign showed significant progress. Within a short span of time, we observed an increase in the number of leads and ultimately driving sales.

Goal

Our objective was to maximize the return on investment (ROI) and click-through rate (CTR) by generating high-quality leads that would ultimately drive sales for the luxury boat dealership.

Our Approach

We designed & implemented the Social Media strategy that included management of Facebook & Instagram. We created a strategy by running an On page Facebook lead campaign that included a combination of ad copies including single image ads, and carousel ads.

Results

The lead generation campaign that we implemented resulted in a substantial increase in the number of leads.

Comparison

Campaign Performance Comparison

Results	Reach	Impressions	Cost per result
36 On-Facebook leads	15,800	35,090	\$13.73 Per on-Facebook lea...
36 On-Facebook leads	15,800 Accounts Centre acco...	35,090 Total	\$13.73 Per on-Facebook leads

DECEMBER 2022

Results	Reach	Impressions	Cost per result
47 On-Facebook leads	25,201	53,984	\$10.58 Per on-Facebook lea...
47 On-Facebook leads	25,201 Accounts Centre acco...	53,984 Total	\$10.58 Per on-Facebook leads

JANUARY 2023

Results	Reach	Impressions	Cost per result
70 On-Facebook leads	22,834	42,786	\$6.41 Per on-Facebook lea...
70 On-Facebook leads	22,834 Accounts Centre acco...	42,786 Total	\$6.41 Per on-Facebook leads

FEBRUARY 2023