

Case Study for a Country Club



Challenge

Country clubs are considered to be exclusive and have high membership fees making them accessible primarily to individuals with higher incomes. We decided to utilize Facebook as a key marketing tool. However, as per the recent update that has been made to Facebook they have removed the income targeting options and hence we were not able to target the client's given audience. This became quite challenging for us.

Goal

Our goal was to generate more leads where people could buy their Country Club Membership in specific geographic areas. However, we started by creating a business page where we shared updates about upcoming events, photos, and special promotions. We boosted a few and this helped us in keeping the users engaged with the page and to reach the right audience.

Our Approach

We had specially acclimatized our Facebook Ads in such a way where we didn't need to focus on the high income holders but still it would be delivered to the right audience given by the client. With appealing and eye-catching graphics and captions we made our campaign live which delivered to a right targeted audience.

Results

The results were impeccable and unbelievable! In a short span of just 3 months we were able to get adequate and obedient results.

Campaign Performance

Results	Reach	Cost Per Result
271	31,665	\$7.43

Solution & Process

We faced issues in describing the amenities and other perks with membership and this prompted us to shift to a special ad category. With numerous ideas we were finally able to tweak the captions as per the client's need and we successfully launched the campaign.