

## FACEBOOK ADS CASE STUDY : CAMPAIGN ON A SMALL BUDGET

We love stories like this for a reason.

Why? Because it showcases a successful case study achieved with a very small budget.

While many can find success with paid traffic when they have a large budget, achieving good results on a small budget is an entirely different challenge and skill set.

This is where the true power of [Facebook ads](#) shines – by making paid traffic accessible to local businesses without requiring a large budget.

### **Background**

A local business reached out to us for assistance in increasing their customer base. This business offers music lessons for babies and toddlers, with classes held at various times throughout the day in three different geographical locations. The primary goal of the campaign was to boost enrolments.

To enroll in the classes, customers need to commit to a 12-week term. However, they offer a paid trial class for potential new students, allowing them to experience the program without committing to a full term. After completing the trial class, most people choose to enroll for the entire term.

### **The Offer**

The goal of the ad campaign was to boost overall enrolments. Since the business already offers a paid trial class without requiring a term commitment, we decided to enhance this offer by providing a "2 for 1" trial class deal for all new students.

### **Target Customer Research**

The target customers for this business are mothers with babies or toddlers. Given that many mothers are active on Facebook, engaging in conversations and communities, it was the obvious and ideal platform for our advertising campaign.

From a targeting perspective, Facebook excels in identifying and isolating ideal customers. For this campaign, we utilized various targeting metrics. We didn't just target parents directly; we also targeted organizations and pages typically 'liked' by mothers. Conducting an in-depth market analysis to identify and analyze these pages was a critical step in crafting an effective campaign.

It's important to note that the success of [Facebook ads](#) hinges equally on both the targeting (who sees the ad) and the offer/ad (what you are advertising). A great offer shown to the wrong audience won't work, just as targeting the right audience with a subpar offer won't yield results. The effectiveness of the campaign is only as strong as its weakest link.

### **The Campaign**

The campaign was designed to be brief, running for a total of 5 days. Given this short duration, it was crucial to get everything right from the start, leaving no room for error.

Below is a screenshot of the ad we ran. It was short and sweet, straightforward, and not overly fancy.



## Einsteinz Music

Written by Md. Masud Monsur [?] · Just now ·

Special Offer - 2 For 1 Trial Class - Limited Time Only

Bring out the musical genius in your child. Fun and educational music classes for babies, toddlers and preschoolers taught by professional musicians.

Find out more here -> <http://www.einsteinzmusic.com.au/two-for-one-trial-pack/>



**Special Offer: 2 trial classes for the price of 1**

Limited Spots: We are offering you the opportunity to attend TWO trial classes for the price of one, on consecutive weeks. Save \$22!

[WWW.EINSTEINZMUSIC.COM.AU](http://WWW.EINSTEINZMUSIC.COM.AU)

Boost Post

## The Results

Now for the exciting part of this case study – the statistics.

- **Ad Spend:** \$240 over 5 days (just under \$50/day).
- **Offer Applications:** 27 people applied.
- **Unavailable Enrolments:** 6 wanted to enroll but couldn't fit the available times.
- **Waitlisted:** 3 were waitlisted for their preferred time and couldn't book.
- **Booked Classes:** 16 booked and paid for their trial class.

- **Full Term Enrolments:** 5 enrolled for the entire term.

**Total ROI from trial classes and enrolments:** \$1,023.

In summary, we spent \$240 on ads and earned \$1,023.

This result would have been even higher if the business could have accommodated everyone who applied, but it was still a success we were all pleased with.

Want to run your own Facebook ad campaign but unsure where to start? Just [contact us](#) and we can help you!