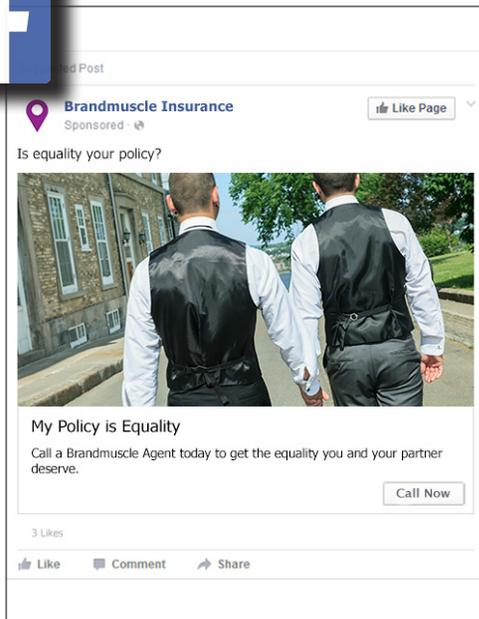


Insurance agent partners with Brandmuscle to create timely, unique Facebook ad campaign to generate leads.

THE OPPORTUNITY

Amidst the buzz of the annual NYC Pride Parade in June 2015, the insurance agent knew he had an opportunity to reach out to the local LGBT community. With activity teeming on social media, the agent knew he wanted to execute a promotion via his Facebook page. He not only saw a significant moment unfolding, but he also saw a great business opportunity to generate sales leads. With the support of Brandmuscle's Media Services team, that opportunity came to life.



45% of consumers under the age of 34 are likely to do repeat business with an LGBT-friendly company*

**ThinkWithGoogle.com Consumer Survey*

OUR RESPONSE

Brandmuscle recognized the agent's vision as forward, bold and business savvy. And with the right direction and technical guidance, Brandmuscle executed a Facebook ad campaign surpassing even the agent's expectations.

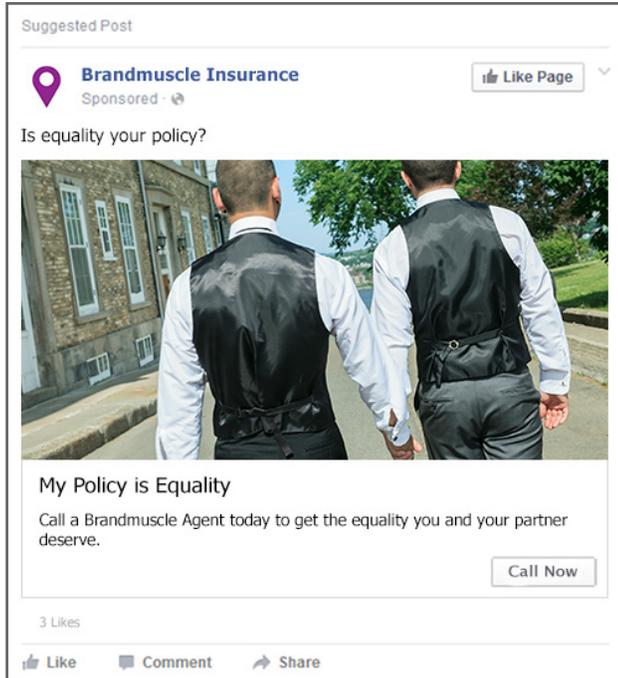
What Brandmuscle did:

- Defined the target audience as 25-64 year olds in the New York City area with specific interest lists including gay rights, LGBT parenting and LGBT social movements.
- Crafted a strong message based on images and text from LGBT print ads and tailored the creative to fit Facebook's parameters.
- Translated the agent's sales objectives into a powerful campaign with a strong call-to-action that generated phone calls and website leads.
- Separated the campaign into two ad types: Page Post Link ads to drive traffic to the agent's site and Local Awareness 'Call Now' ads on Facebook to drive calls directly to the agent's office from Facebook.
- Established the ideal placement for the ads on both desktop and mobile platforms to increase frequency.
- Created a reasonable budget of \$500 and optimized the campaign as it ran.
- Developed a suitable timeline for ads to run from June 24 through August 23, 2015.
- Tracked metrics and provided analytics to show ROI for the agent and corporate.

**This case study is based on a campaign that Brandmuscle executed for an actual client and cites actual statistics and results achieved.*

THE RESULTS

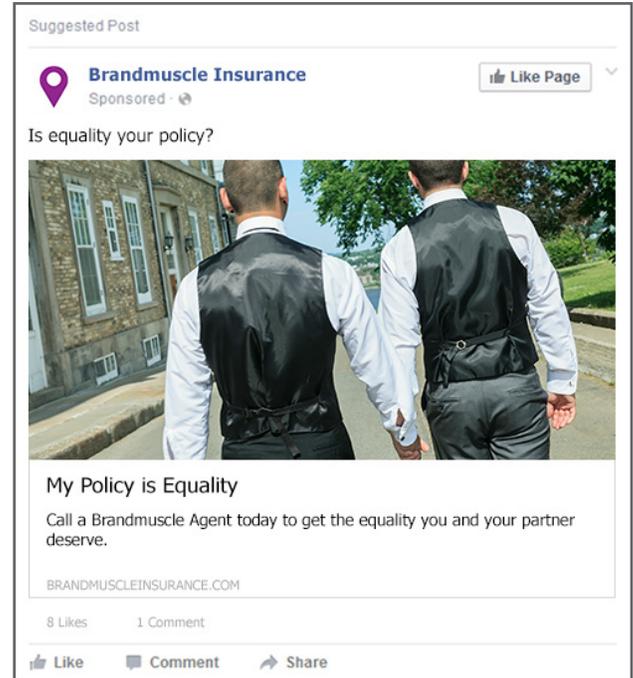
Call Now Ads



0.189%	Click through
\$0.746	Cost per click
201	Clicks
106,611	Impressions

- In two months, the ad produced 201 engagements
- Adults 25-34 drove the most engagements
- Generated 9 phone calls

Page Post Link Ads



1.240%	Click through
\$0.252	Cost per click
1,353	Clicks
109,098	Impressions

- In two months, the ad sent more than 1,350 individuals to the agents landing page
- The campaign's click-through rate surpassed the financial services industry average (0.14)
- Mobile Newsfeed was the top performing placement
- Adults 25-34 generated the highest number of website clicks