

Social Media Marketing (Paid)

Website: <https://www.anthropeagency.com>

Focus Services: Health Insurance, Mortgage Protection Insurance, Life Insurance

Campaign Performance Overview

Objective: To generate high-quality leads for health, mortgage protection insurance, and life insurance services.

Results:

Total On-Facebook Leads: 721

Total Reach: 51,541

Cost Per On-Facebook Lead: \$10.37

Total Ad Spend: \$7,473.43

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
<input checked="" type="checkbox"/>	New Leads Campaign	Account error	7-day click or ...	721 <small>On Facebook leads</small>	51,541	2.09	\$10.37 <small>Per on Facebook leads</small>	Using ad set bud...	\$7,473.43	On

Campaign Strategy and Execution

Target Audience: Carefully targeted individuals interested in health, mortgage protection insurance, and life insurance, based on demographic data, online behaviors, and relevant interests.

Ad Formats Used: A mix of image, video, and carousel ads to engage the audience and provide clear information about the services' benefits.

Lead Generation: Leveraged Facebook's lead generation forms for a seamless user experience, making it easy for potential customers to provide information.

Optimization: Regular monitoring and tweaking of the ad sets based on performance metrics, ensuring cost-effective lead generation and maximizing reach.

This portfolio showcases the successful execution of a Facebook advertising campaign for Anthrope Agency, demonstrating effective budget management, lead generation, and audience targeting strategies tailored for the insurance industry.

Website: <https://healthmedsupply.com>

Product Focus: Lift Chairs

Campaign Performance Overview

Objective: To generate leads for Health Med Supply's lift chair products through targeted social media advertising.

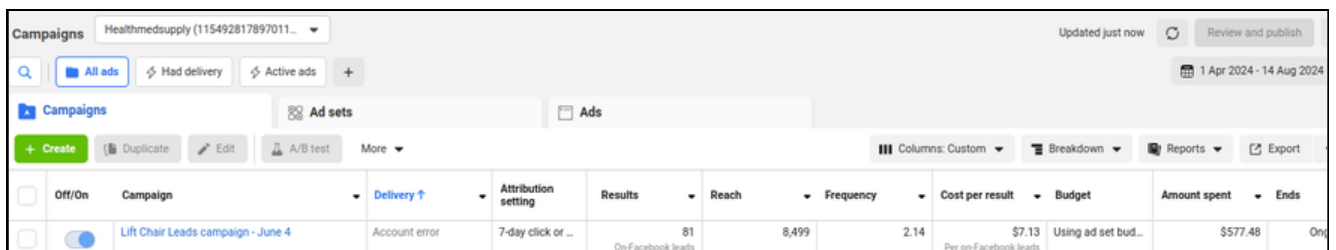
Results:

Total On-Facebook Leads: 81

Total Reach: 8,499

Cost Per On-Facebook Lead: \$7.13

Total Ad Spend: \$577.48



The screenshot displays the Facebook Ads Manager interface for the account 'Healthmedsupply (115492817897011...)'. The campaign 'Lift Chair Leads campaign - June 4' is shown with the following performance metrics:

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
<input checked="" type="checkbox"/>	Lift Chair Leads campaign - June 4	Account error	7-day click or ...	81 On-Facebook leads	8,499	2.14	\$7.13 Per on-Facebook leads	Using ad set bud...	\$577.48	On...

Campaign Strategy and Execution

Target Audience: Focused on individuals with mobility challenges, caregivers, and families of elderly individuals. Targeting was refined based on interests, age, and behaviors related to health and wellness.

Ad Formats Used: A blend of image and video ads showcasing the benefits, comfort, and convenience of the lift chairs, appealing directly to the target audience's needs.

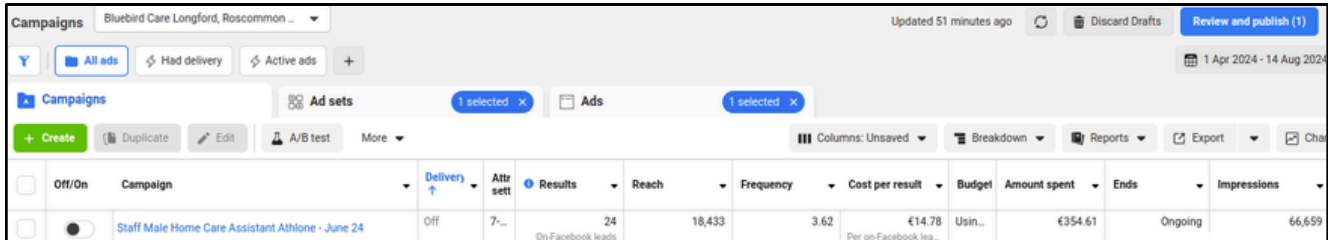
Lead Generation: Utilized Facebook's lead generation forms to capture interest directly on the platform, streamlining the process for potential customers.

Optimization: The campaign was monitored closely, with adjustments made to ad placements, creatives, and audience targeting to optimize performance and reduce lead costs.

This portfolio highlights the effectiveness of the social media marketing campaign for Health Med Supply's lift chairs, demonstrating a strong ROI through cost-efficient lead generation and strategic audience engagement.

Website: <https://www.bluebirdcare.ie>

Campaign Focus: Hiring Staff and Promoting Home Care Services



The screenshot shows the Facebook Ads Manager interface. The campaign is titled 'Staff Male Home Care Assistant Athlone - June 24'. The status is 'On', and the delivery status is 'Off'. The campaign is currently 'On Facebook leads'. The performance metrics are as follows:

Off/On	Campaign	Delivery	Attr sett	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
●	Staff Male Home Care Assistant Athlone - June 24	Off	7...	24 <small>On Facebook leads</small>	18,433	3.62	€14.78 <small>Per on Facebook lea...</small>	Usin...	€354.61	Ongoing	66,659

Campaign Performance Overview

Clinical Nurse Manager Form Leads Campaign

Results: 6 Leads

Reach: 11,673

Frequency: 3.23

Cost Per Result: €37.89

Amount Spent: €227.35

Impressions: 37,722

Staff Male Home Care Assistant Athlone

Results: 42 Leads

Reach: 19,390

Frequency: 4.99

Cost Per Result: €12.75

Amount Spent: €535.36

Impressions: 96,758

Care Planning Specialist (Hybrid Role)

Results: 20 Leads

Reach: 16,420

Frequency: 3.79

Cost Per Result: €17.73

Amount Spent: €354.52

Impressions: 62,296

Clinical Lead Nurse

Results: 5 Leads

Reach: 10,946

Frequency: 3.81

Cost Per Result: €70.24

Amount Spent: €351.22

Impressions: 41,673

Staff Male Home Care Assistant Athlone

Results: 24 Leads

Reach: 18,433

Frequency: 3.62

Cost Per Result: €14.78

Amount Spent: €354.61

Impressions: 66,659