ENCHANTING ENGAGEMENTS
PAID SOCIAL CASE STUDY

Enchanting Engagements is a premier proposal planning company located in New York City. Their team of creative experts create memorable engagements for local couples.

CAMPAIGN TYPE: ON-INSTAGRAM LEAD GENERATION

INDUSTRY: EVENT PLANNING

Campaign Preview

Enchanting Engagement's primary goal for their ads campaign was to collect leads interested in proposal planning services. The location targeting for the campaign was New York City and leads were collected using on-Instagram lead generation forms that pop up directly on the Instagram platform.

Challenges

Running Instagram ads for a proposal company in NYC came with a unique set of challenges. The location is densely populated and highly competitive, making it difficult to stand out among other businesses. The service offering is also niche, which made it tricky to identify the ideal targeting using interests and behaviors available on the platform.

Solutions

We devised a strategic plan to identify the best audience for this specialized service in a densely populated area. Using a broad targeting approach focused on engagement, wedding, and marriage proposal interests only, the Instagram algorithm was able to produce results quickly. Additionally, we utilized visually striking creative to maximize our client's visibility on Instagram.

OUR STRATEGY

Creative + Copy Testing

To stand out on Instagram, a highly visual platform, it was important to keep our ads fresh and eye-catching. By testing multiple versions of ad copy and graphics, we were able to identify the versions that generated leads at the lowest cost. This allowed us to repeatedly optimize the campaign by turning off underperforming ads and integrating fresh ads to test.

Instagram Only Approach

This client is very active on their Instagram account and expressed a desire to grow their following on IG while increasing leads. An analysis of their performance from previous campaigns also showed success in capturing leads on the platform. Typically, we run campaigns on both Meta platforms (Facebook & Instagram) to maximize total reach. In this case, an Instagram-only campaign was the best choice for attracting leads while creating additional engagement on the platform. Our sustained low cost per lead throughout the campaign proved this was a valuable decision. In addition to the form submissions from this campaign, the client reported that many prospective clients reached out through direct Instagram messages.

THE RESULTS

Paid Social Management November 3rd - June 1st, 2023

Clicks	Cost Per Click	CTR	Leads	Cost Per Lead
10.8K	$0.68	1.82%	1.1K	$6.30

LEAD GENERATION

We were able to quickly gain sustainable lead generation for Enchanting Engagements and achieved a ~14% increase in Leads comparing their second three months with us to the first three.

LEADS

- Feb 1st to May 1st, 2023
- Nov 3rd to Jan 31st 2023

CUSTOM GRAPHICS:

Creating custom graphics for each social media campaign adds numerous benefits to our campaigns. By generating unique creative and content, we can effectively engage the target audience and increase our click-through rate. Our team carefully crafts graphics that align with both the client's branding as well as the campaign objective. We produce multiple pieces to A/B test and determine the best-performing content. Overall, custom graphics enhance the effectiveness of our social media campaigns and contribute to their success.