



Madison Taylor



Case Study

Advertising Strategy



Table of Contents

Overview

Results

Introduction

Uncovering the Challenges

Execution

Here's How We Did It

Results

Through the implementation of a well-crafted social media advertising strategy, coupled with meticulous tracking and testing, our client achieved remarkable outcomes.

Compared to the previous three-month average:

80%

LinkedIn CTR
Increase

44%

LinkedIn CPC
Decrease

406%

Facebook CTR
Increase

26%

Facebook CPC
Decrease

217%

Google CTR Increase

31%

Google CPC Decrease

Introduction

Uncovering Challenges

Our client approached us seeking assistance in revitalizing their digital advertising campaigns. As we engaged in discussions and conducted a thorough analysis of their analytics, we pinpointed the core challenges. The main issue was the advertising creative. Over three months, the campaign ran with the repetitive use of a single ad, resulting in a stagnant campaign with declining profitability. We also found that across all social and display platforms, the campaign only focused on a singular interests-based audience and did not adhere to social media buying best practices.



Execution

Here's How We Did It:

We began developing a digital advertising strategy by diagnosing the problem.

- To get to the bottom of the issue, we had to tag the data and segment the information based on the different characteristics of this ad campaign.
- After analyzing that data and finding patterns in what boosted ad performance, we built new advertisements designed to drive engagement.
- We improved audience targeting by utilizing groups already engaged with our client's previous ads and implemented multiple audiences to test our new creative and messaging performance.
- As the campaign continued, we gained more data to analyze and more information on which to base future decisions. We ran various tests to determine which combinations performed the best. Understanding the different variables and noting which activations performed well informed campaign optimization priorities.
- Over the next few months, we monitored the new ads closely, turning off campaigns that produced lower results and increasing the ad spend on initiatives that produced higher results.



303.500.3265
info@madisontaylormarketing.com
MadisonTaylorMarketing.com

5613 DTC Parkway, Suite 120
Greenwood Village, CO 80111