

# ACUTRAQ CASE STUDY

SOCIAL MEDIA MANAGEMENT EXAMPLE

ADVERTISING WITH GOOGLE & FACEBOOK

*Paid You Tube & Google Ads  
Facebook Organic Ads*

## CREATING ADS THAT GENERATE SALES



### A Case Study For Advertising Campaign

**Client Objective:** The client wanted to increase awareness on their services through video campaigns. We decided on an animated video that discussed the process of ordering a background screening through the client's online system. The campaign was a success.

**Client Budget: \$2,000 Actual: \$1,585.96**

### Overall Campaign Google Ads

244,871 Impressions  
64,706 Clicks, views  
30.17%  
\$0.02 Cost Per Click  
\$1,585.96 - 6 Month Total Cost

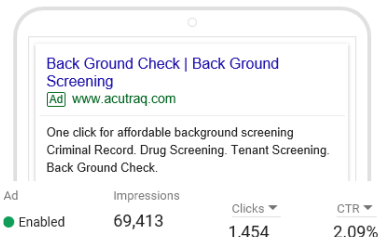
#### Video Campaign 1



138,017 Impressions  
53,151 Views  
\$0.01 CPC  
\$847.41


<https://www.youtube.com/watch?v=R3H70xKpTMA>

#### Ad Campaign 2



69,413 Impressions  
1,454 Clicks  
2.09% CTR  
\$0.34 CPC  
\$501.94

#### Video Campaign 3



31,837 Impressions  
10,900 Views  
\$0.03 CPC  
Cost - \$153.61

<https://www.youtube.com/watch?v=GZsCSCRltko>



# FACEBOOK ADS



John just closed on a home!  
6 Months Later!  
He has to EVICT the Tenant!!



## How Much Money Would The Wrong Tenant Cost You?

SCREEN TODAY, OR IT WILL COST MORE LATER!!



888-361-7036



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P.O. Box 766  
Elkins, AR 72727

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## Pet Sitter Dreams!

ACUTRAQ BACKGROUND SCREENING INC. © 2018



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## DUE PROCESS!

SCREEN TODAY

WWW.ACUTRAQ.COM



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### Objective: Increase Visibility on Facebook

- Each add was organic and not a paid advertisement.
- On average each add garnered 10+ Engagements
- 50+ Likes
- 10 Re-shares

**Facebook Likes:** Start of Social Management -245  
 Completion of Social Management 597-  
 145% Increase

## TENANT BLUES!

By Jason Waggoner

