

Using Social Media Ads To Get Leads

THE PROJECT

Driving traffic to a new company website, as a traditional bank transitions into more digital ways

CAMPAIGN STATS

28x

increase in traffic
from Facebook on the
first month

86%

savings on cost per
impression

280K

peak increase in
website visits



Keeping up with the times

CLIENT STORY

Banks are among the oldest forms of business. While their importance to economies remains constant, this has not meant being immune to the changes brought about by the digital age. This client saw the need to place greater importance on marketing its products online, particularly to consumer banking segments. Taking the first step to becoming more approachable to potential customers, the client had recently launched their revamped website.

THE GOAL:

To introduce a new platform

While having an updated online banking website would address the need for the bank to step up technologically and better cater to its digitally-savvy customers, the next challenge was getting the word out about this new platform's existence.

Where would these types of customers be found? Social media was the quick answer. It became clear that the goal of the project was to connect the right audiences to the bank website, while taking into account their respective banking needs.



THE SOLUTION

There are many reasons someone would find themselves on a bank website. For some, it would be to check out credit card offers. For others, it would be to finance a car or a possible home purchase. Still, to a different group, a bank website could mean exploring investment options. Understanding the value that the bank website could offer became the starting point for this project.

The team began building an audience base on Facebook that were likely to fit the profile of someone who might use bank services. This was then further segmented based on what type of services they would be most likely to be interested in. Each audience would see different ads created specifically for that demographic and banking need. Also, the team decided to use two types of FB Ads: carousel ads and dynamic product ads. The ads were displayed at regular intervals. The ads made use of refreshed content so that the bank was top of mind when the time was right. The team ensured that the ad placements were optimized, with weekly monitoring of cost per reach (CPR) and cost per click (CPC). What was working was continued. What was not working, was replaced. This new source of website traffic translated into new customers for each of the bank services that were promoted. At the end of the campaign period, the bank saw a significant increase in car loan applications.

RESULTS

\$0.45

cost per
impression

7

months of increasing
website traffic