

Fuel Marketing Case Study

Category: Med Spa

Fueling your small business growth!

CHALLENGES

A multi-location medical spa wanted to increase revenue, improve ads conversion rate, and book more procedures. They relied heavily on organic SMM, radio campaigns, and referrals, but struggled to reach a large audience and collect high-quality leads. Their existing website was poorly designed and lacked location-specific discount offers.

- To address these challenges, we designed new landing pages with clear CTAs and integrated them with the Facebook Pixel for effective targeting. We analyzed previous ad campaign data to identify areas for improvement and quickly found winning elements.
- Our goal was to generate high-quality leads (contact form submissions) with a high conversion potential at a CPL of under \$30.

SOLUTIONS

To address the challenges, we focused on three main areas:

- a. Campaign budget optimization.
- b. Designing new user-friendly landing pages with clear CTAs.
- c. Generating leads and potential customers.

To improve ad performance, we developed buyer personas and gathered information about the target audience's interactions with the client's content. Using this data, we created high-quality audience sets on Facebook, including lookalike audiences, to test our creatives and market discount offers.

Our team created engaging assets such as static images, GIFs, and videos for both top-of-funnel (TOF) and bottom-of-funnel (BOF) retargeting campaigns. We defined measurable KPIs for the medical spa industry and set up five ad sets with 10 different creatives and five ad copies to test audience response. We started with a \$50/day budget and gradually increased it to \$90/day for scaling campaigns while lowering the cost per conversion.

RESULTS

Just 4 weeks into the campaign the results started to pour in. The numbers we were able to achieve were impressive, to say the least.

- We helped our client reach 60,000+ potential prospects across their target locations with the help of our 4 winning ad sets.
- Our 10 creatives and 5 ad copies collected 500 high-converting leads (form submissions) for the client.
- Our TOF and retargeting ad campaigns hit the lowest average CPL of \$8.60 for our client with the desired 85% conversion rate.

Key metrics



500 LEADS

within 4 weeks



\$8.60

Cost per lead