

My role. Digital marketing specialist

Project description.

This start up company creates digital comic books and had the goal of subscriptions and downloads. They had never ran a campaign so there wasn't any historical data to base my audiences on.

Skills and deliverables

- B2C Marketing
- Campaign Setup
- Facebook Ads Manager
- Business with 1-9 Employees
- Facebook
- Campaign Management
- Facebook Advertising
- Media & Entertainment
- Market Research
- Social Media Advertising
- Pixel Setup & Optimization
- Copywriting

Ad Set Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Traffic - Comic Book	5 Website Subscribes	893	1,014	\$2.48 Per Website Subscribe	\$12.41	Ongoing
Traffic - Gaming	28 Website Subscribes	4,933	6,164	\$2.44 Per Website Subscribe	\$68.21	Ongoing
Traffic - Superhero	92 Website Subscribes	7,560	10,655	\$1.44 Per Website Subscribe	\$132.89	Ongoing
Traffic - Gaming	51 Landing Page Views	3,661	4,250	\$0.52 Per Landing Page Vi...	\$26.67	Ongoing
Traffic - Superhero	38 Landing Page Views	3,047	3,743	\$0.56 Per Landing Page Vi...	\$21.37	Ongoing
Traffic - Comic Book	41 Landing Page Views	2,527	3,009	\$0.44 Per Landing Page Vi...	\$18.22	Ongoing

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With thorough market research and engaging creative and copy their campaign was able to meet their goal in the first week of running. Their campaigns collected 125 subscriptions/downloads at an average of \$1.70 per subscription and an ROAS of 6.3.