CAROLINA CARTER

www.carolinacarter.com

1482 EMAIL SUBSCRIBERS $0.59 PER EMAIL

Client: Carolina Carter

Niche: Author - Romantic Thrillers

Service: Facebook Ads + Funnel

Result: 1482 Email Subscribers, $0.59 Cost Per Lead (CPL)

Date: April 2017

Timeline: 1 Month Campaign (ongoing)

Context

Carolina Carter is an author who enjoys writing romantic novels. Her first book UNDER THE LEGEND was released in 2016 and had great success. Since then, she's released two more books on Amazon.

Before approaching me, she had hired a Facebook advertising freelancer who was producing her very poor results. After 1 month with my services, we have already produced great results and have made this into a long-term partnership.

She is very determined to become the best-selling author in her category and aspires to build an email list of 250,000 within 3 years with my help.

Her primary goal is to build a huge email list at the lowest cost possible. So we have created a funnel along with the advertising to do so.
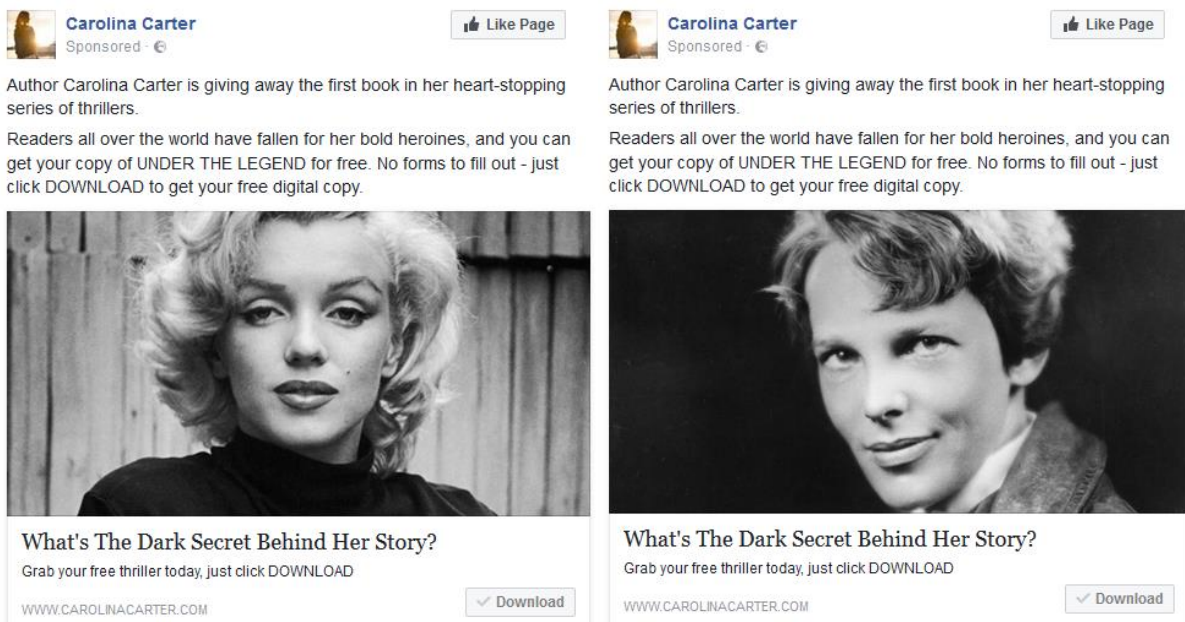
Strategy

The strategy was to use Carolina's previous book UNDER THE LEGEND as a strong lead magnet to capture emails. Initially, we planned to do this using a landing page with her free book download opt-in.

However, we decided to use Facebook form ads to capture emails quicker and at a much cheaper price while producing the same result.

This allowed her email subscriber list to grow quicker. We could then run email marketing campaigns to promote her new releases on Amazon.

Ads

Here are two samples of the best ads we ran. This ad copy was a clear winner and so we focused on split-testing different iconic figures as the ad image.

Our audiences reacted extremely well to our ads. We reached a perfect 10/10 score for relevancy.

Campaign Results

	Ad Set Name	Results ⓘ	Cost per Result ⓘ	Budget ⓘ	Amount Spent ⓘ
⦿	Scarpetta (Marilyn)	305 Leads (Form)	$0.58 Per Lead (Form)	$5.00 Daily	$177.93
⦿	Women Thriller Authors + Kindle (Earhart)	324 Leads (Form)	$0.43 Per Lead (Form)	$10.00 Daily	$140.22
⦿	Patterson (Marilyn)	235 Leads (Form)	$0.57 Per Lead (Form)	$5.00 Daily	$134.93
⦿	Fiction + Kindle (Earhart)	170 Leads (Form)	$0.66 Per Lead (Form)	$5.00 Daily	$111.86
⦿	Kindle + The Doors (Jim)	15 Leads (Form)	$0.52 Per Lead (Form)	$5.00 Daily	$7.80
⦿	Kindle + John Lennon (John)	8 Leads (Form)	$0.91 Per Lead (Form)	$5.00 Daily	$7.26
○	Fiction + Kindle + Monroe (Marilyn)	242 Leads (Form)	$0.65 Per Lead (Form)	$4.00 Daily	$156.92
○	Women Thriller Authors + Kindle (Marilyn)	154 Leads (Form)	$0.66 Per Lead (Form)	$2.50 Daily	$101.92
○	Women Romance Authors + Kindle (Mar...)	19 Leads (Form)	$1.06 Per Lead (Form)	$7.00 Daily	$20.16
○	Fiction + Kindle (Marilyn)	10 Leads (Form)	$1.45 Per Lead (Form)	$3.00 Daily	$14.47
	▸ Results from 10 Ad Sets	1,482 Leads (Form)	$0.59 Per Lead (Form)		$873.47 Total Spent

Overall, the marketing campaign was a huge success. Carolina was able to get 1482 email subscribers at ONLY $0.59 each, so spending a total of $873.47. That's crazy cheap for getting subscribers from a cold Facebook audience in your first month.

Typically, for a cold audience you'd be looking at getting subscribers for at least $3-$6 each. We managed to optimize this campaign quickly due to smart work and careful planning.

$0.59 per email subscriber is the total AVERAGE cost. So this includes split-testing ads that didn't work too. For the ads we actually ran, our cost per email was as low as $0.42 per email subscriber!

- *$0.59 average cost per email subscriber*
- *$0.42 per email subscriber on active ads*
- *1482 emails*
- *$873.47 spent in advertising*

Campaign Analysis

Ad Name	Results ⓘ	Cost per Result ⓘ	Amount Spent ⓘ	Relevance Score ⓘ
Carolina Carter ...	310 Leads (Form)	$0.42 Per Lead (Form)	$129.62	10
Carolina Carter ...	— Lead (Form)	— Per Lead (Form)	$0.46	—
Carolina Carter ...	6 Leads (Form)	$0.87 Per Lead (Form)	$5.24	—
Carolina Carter ...	6 Leads (Form)	$0.55 Per Lead (Form)	$3.31	—
Carolina Carter ...	2 Leads (Form)	$0.80 Per Lead (Form)	$1.59	—
▸ Results from 5 Ads	324 Leads (Form)	$0.43 Per Lead (Form)	$140.22 Total Spent	

We ran a lot of split-tests for audiences and ad images until we found the winners, then scaled these up.

As you can see from the image above, we split-test around 5 different images per ad-set. Some cost too much at $0.87, so we shut these down, and focused on the winners like $0.42 per email.

In total, we tested 10 different audiences. In each audience, we tested 5 different images. Meaning we ran 50 split-tests. This is how true Facebook experts optimize their campaigns. Testing.

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