

# CASE STUDY

FACEBOOK ADS



Swim School

# OVERVIEW



## OVERVIEW

By using a phased approach with continuous refinement of targeting strategies and ad creatives on Facebook, a renowned Swim School successfully established a strong online presence and generated 229 high-quality leads, significantly increasing sign-ups for their swimming classes.



## ABOUT THE CLIENT

A reputed Swim School offers indoor and outdoor swimming classes for all ages. Their goal is to grow their online presence and increase the number of sign-ups for their classes.



## PROBLEM STATEMENT

As a new entity in the online space, this Swim School needed to establish and grow its online presence. The objective was to use Facebook Ads to increase audience reach and boost the number of sign-ups.

# GOALS

The primary goal was to generate more conversions and sign-ups for the swim classes offered by the client.



# STRATEGY

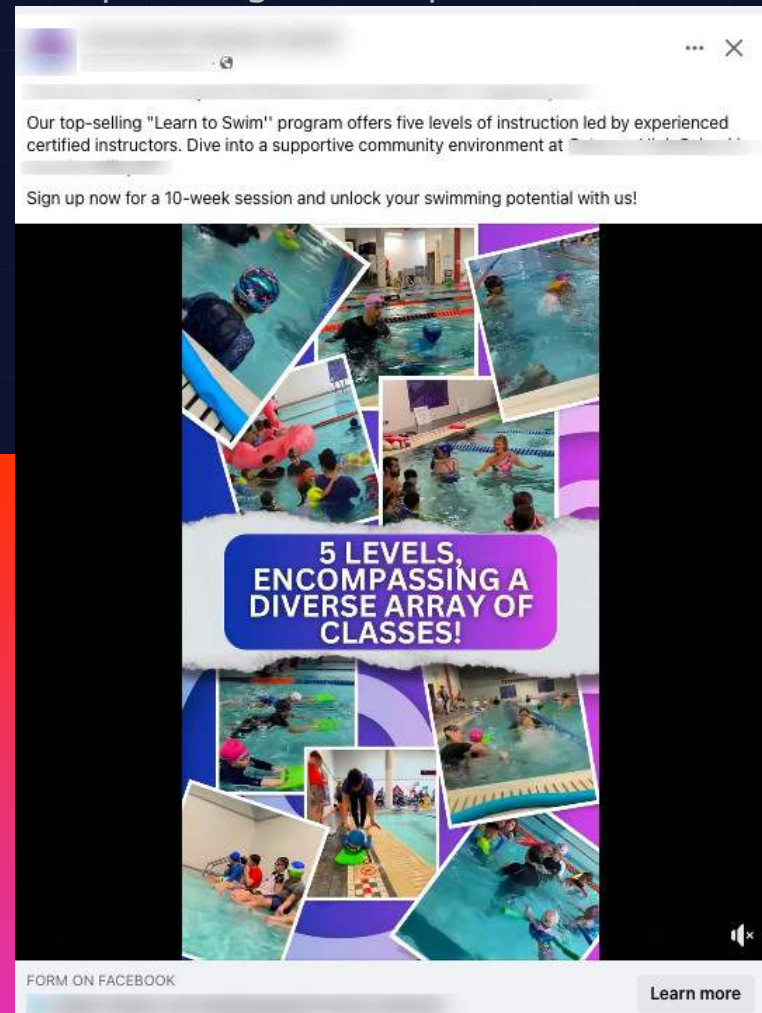
## THE CAMPAIGN RAN FOR 2 MONTHS

There was an initial testing of different targeting combinations and continuous enhancement of target audiences, ad copy, and creative materials. After which, we ran two ad sets to capture diverse audiences through interest-based targeting.



# BEST PERFORMING AD

The best performing ad featured a compelling video of happy children learning to swim, coupled with a strong call-to-action emphasizing limited spots available.



Our top-selling "Learn to Swim" program offers five levels of instruction led by experienced certified instructors. Dive into a supportive community environment at [redacted]

Sign up now for a 10-week session and unlock your swimming potential with us!

**5 LEVELS,  
ENCOMPASSING A  
DIVERSE ARRAY OF  
CLASSES!**

FORM ON FACEBOOK

[Learn more](#)

The advertisement is a vertical video player. At the top, there is a blurred header with a profile picture and a close button. Below the header is a text block containing two lines of promotional text. The main body of the ad is a video collage of various swimming scenes: children in a pool, an instructor assisting a child, and people swimming. A central purple text box with white text is overlaid on the collage. At the bottom left, there is a small text label 'FORM ON FACEBOOK', and at the bottom right, there is a 'Learn more' button. A speaker icon is visible in the bottom right corner of the video frame.

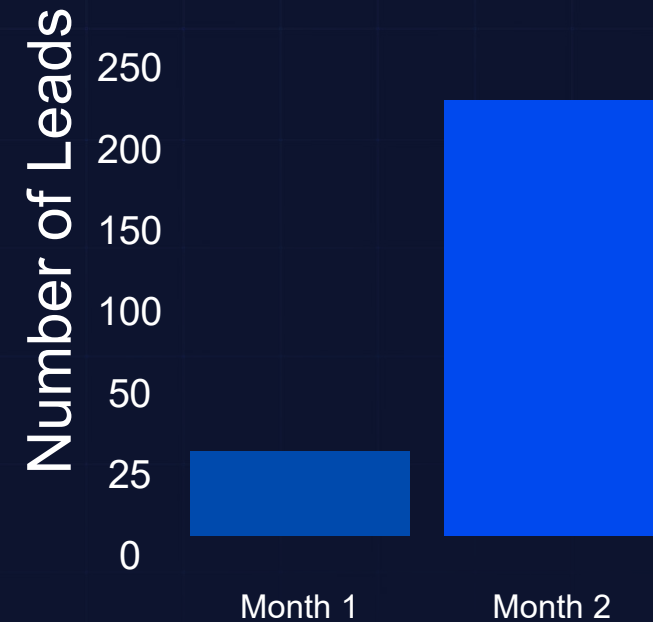
# DETAILED RESULTS

The campaign generated a total of 229 high-quality leads. The average CPL was \$2.22 in the first month and \$10.23 in the second month, demonstrating the campaign's ability to acquire leads at a low cost initially.

There was a notable success in the first month, followed by adjustments and optimizations in subsequent phases to maintain effectiveness.

## FINAL OUTCOME

The campaign successfully generated 229 high-quality leads. The strategy proved effective, and it was recommended to continue with improvements to targeting and the introduction of fresh ad creatives each month.



Budget: \$300 Per Month  
Location: United States

# CONCLUSION

By implementing a phased approach and continually refining targeting strategies and ad creatives, this renowned Swim School was able to establish a strong online presence and significantly increase sign-ups for their swimming classes.

