

How we grew this Shopify store's revenue by 500% in 2 months with Facebook ads

Clients come to us for a variety of reasons. Some of them have never run a Facebook ad before... And some of them have been using Facebook ads for months on end without seeing the desired result.

Background

This gadget store (we won't name the client out of respect for their privacy wishes), it was exactly that. They came to us in March 2020 with the following statistics:

Average spent on Facebook ads per month: €3000

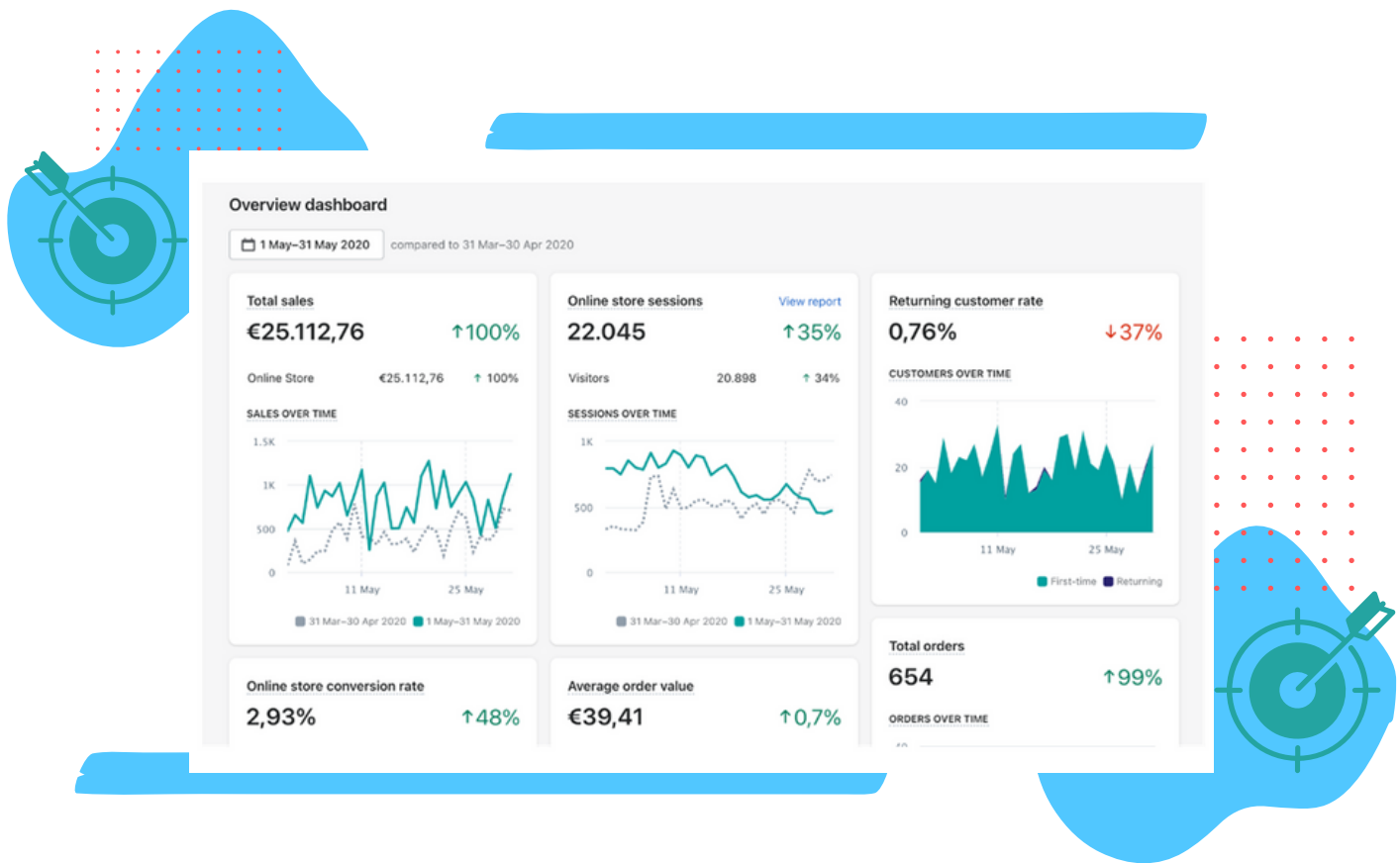
Average revenue because of Facebook ads: €4200

Average return on ad spend (ROAS): 1,4

After taxes etc., there was barely any money left. They were ready to throw in the towel, and even mentioned in our introduction conversation that they thought "Facebook ads simply did not work anymore".

Results

Until their breakthrough occurred about 2 months later, in May 2020, these were their results:



Total Sales: €25 112.76

Ad spent on Facebook & Instagram: €5580

Return on Ad spend (ROAS): 4,5

And this is the exact process of how we scaled their business.

Phase 1: Diagnosing the problem

Have you ever visited a doctor, sat down, and have a doctor prescribe you something without examining you or asking you any questions? Neither did we. In fact, I don't believe I would ever return to that doctor.

And yet, so many marketing agencies do exactly that. They want to start running ads and implementing new strategies without thoroughly listening to their client first. They start prescribing without examining the pain points first, without listening to the goals of the client and without getting a clear image of where this partnership is going to go.



So, we did a thorough Facebook ads audit before we started setting a strategy. We uncovered a lot of pain points, but these were some of the most important ones:

1. Their Facebook ads were only targeting a cold audience, or people that did not know the shop yet. They did no retargeting whatsoever.
2. One of the mistakes we see the most: Their ad copy described features of the product, instead of talking about any benefits or emotional benefits for the consumer.
3. They were optimising some campaigns for the wrong campaign goals. For example, one campaign was being optimised for traffic, instead of focusing on conversions.

Once we had a clear view of the problem, we went to work on creating a strategy.

Phase 2: The strategy we used to get more clicks, better traffic, and more sales

After diagnosing the problem, we implemented our proprietary FACTS™ Advertising System. FACTS stands for Facebook Advertising Conversion & Traffic System and is a multilevel advertising system that guides a consumer through the entire customer journey using different ads appropriate for their level of their own customer journey.

Facebook Ads: How we maximise our clicks

The shop already had quite good video ads. We used these, but added captions to the videos, as well as a large headline on top of the video. (Captions are important because 80% of people scroll through social media without their sound on!)

For ad copy, we used short 1-2 sentence introductions followed by bullet points in this format:



We ALWAYS add a link to the store in the ad copy, especially when we use larger pieces of ad copy. We do this because we don't want people to lose track of the button they have to click or the link they must use. Also, some older people don't really know how a Facebook ad works and where they must click.

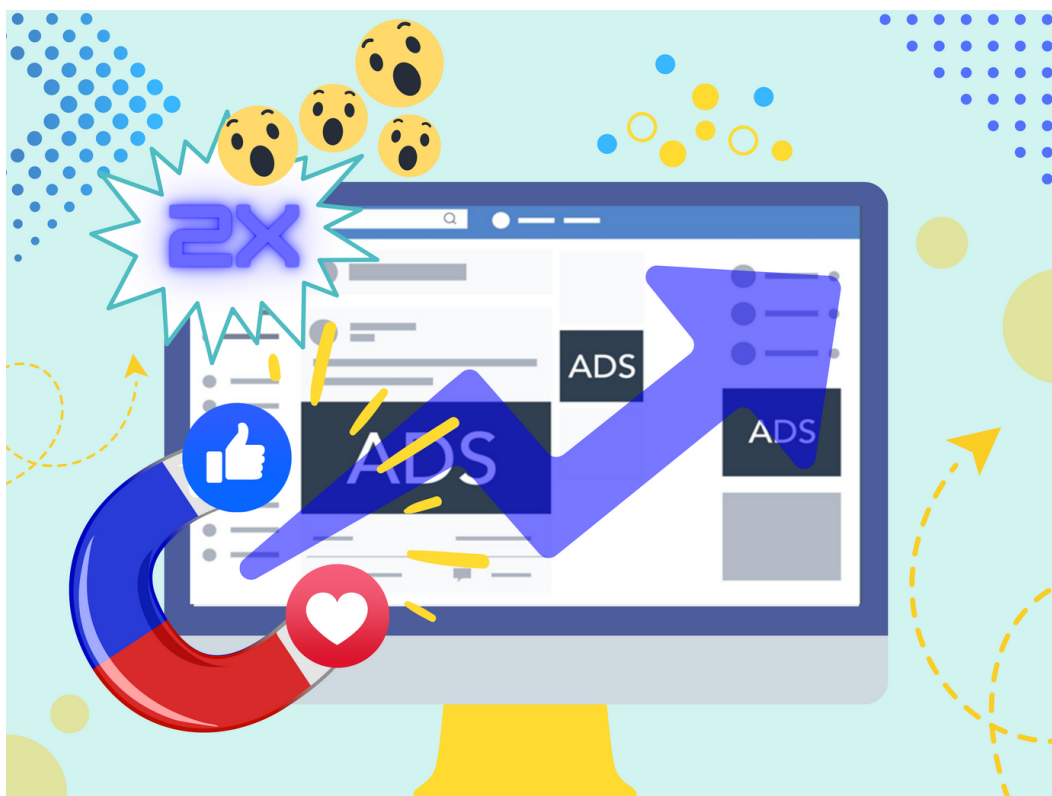
(We usually see this in the comment section when they comment: "where can I buy this?")

How we easily increased the ROAS by 200%

No, it wasn't in the targeting, in the ad copy or in the creative. It was a post-click optimization found during our Facebook ads audit. The product they were selling went together very well with another product in their store. Yet, there was no bundle possibility.

So, we sent the new traffic to a different product page where we sold the bundle for a discount compared to the 2 separate products and the consumers loved it.

Boom. Overnight Double ROAS.



Phase 3: Facebook Ads Implementation

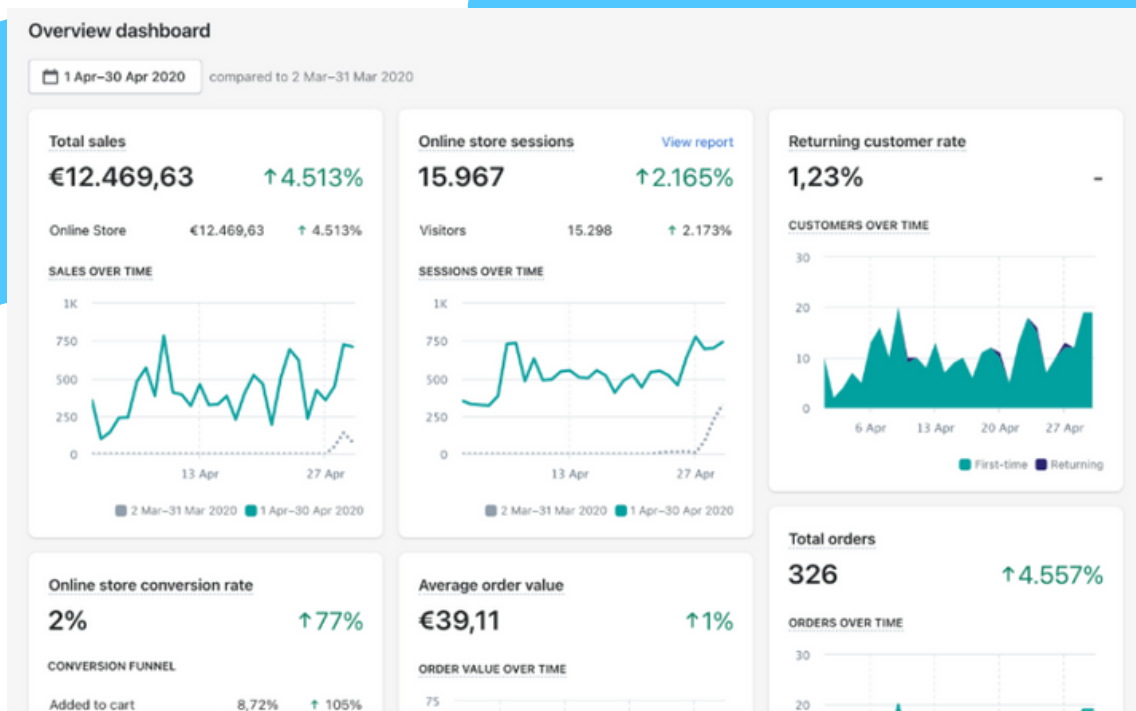
In April 2020, we decided to test out the new strategy, including all new pieces of creative and ad copy. We would use the same ad budget they had been using the previous months to see if our new strategy made a difference.

The result: We consistently hit a ROAS of 4 on our Facebook ads.

Of course, not all ads worked perfectly from the start. As a matter of fact, **most of them failed.**

That's why we adhere to our strict **Kaizen Creative System**. This system allows us to monitor, maintain, split test and scale creatives and ad copy all the time, leaving our clients with only the best of the best ads.

During this process, we continually split test and optimize elements of our ads. Whether it's the ad copy, the creative, the call-to-action,... Everything gets tested and maximized for the best result possible



Phase 4: Scaling the Facebook Ads

In phase 4, we scaled up the ads. This might seem like a simple phase, but it's actually the phase that most people get wrong.

Scaling Facebook Ads is not simply about raising your budget.

This is where our media buyers shine, and go to work on:

- Scaling your budget
- Scaling your offers
- Scaling your audiences

The result

In May 2020, the same people who were ready to throw in the towel, couldn't be happier with the results they were getting through Facebook & Instagram Ads. The result:

Their shop did \$25,000 in revenue that month while maintaining a 4,5 ROAS.

What do the clients have to say?

This is what the clients had to say about working with us:



“Before working with Michael and his team, we were ready to close down all our advertising efforts. It was Michael's clear communication, walking us through his methods and strategies, that convinced us to give it another shot. Their results and service went far beyond what we had expected. It has been a pleasure to work with Michael from the start and we will continue to do so.”

