

VIRALIT

How we Generated 400+ High Quality Leads for a Tarot Card Reader in London Using Facebook Lead Ads.

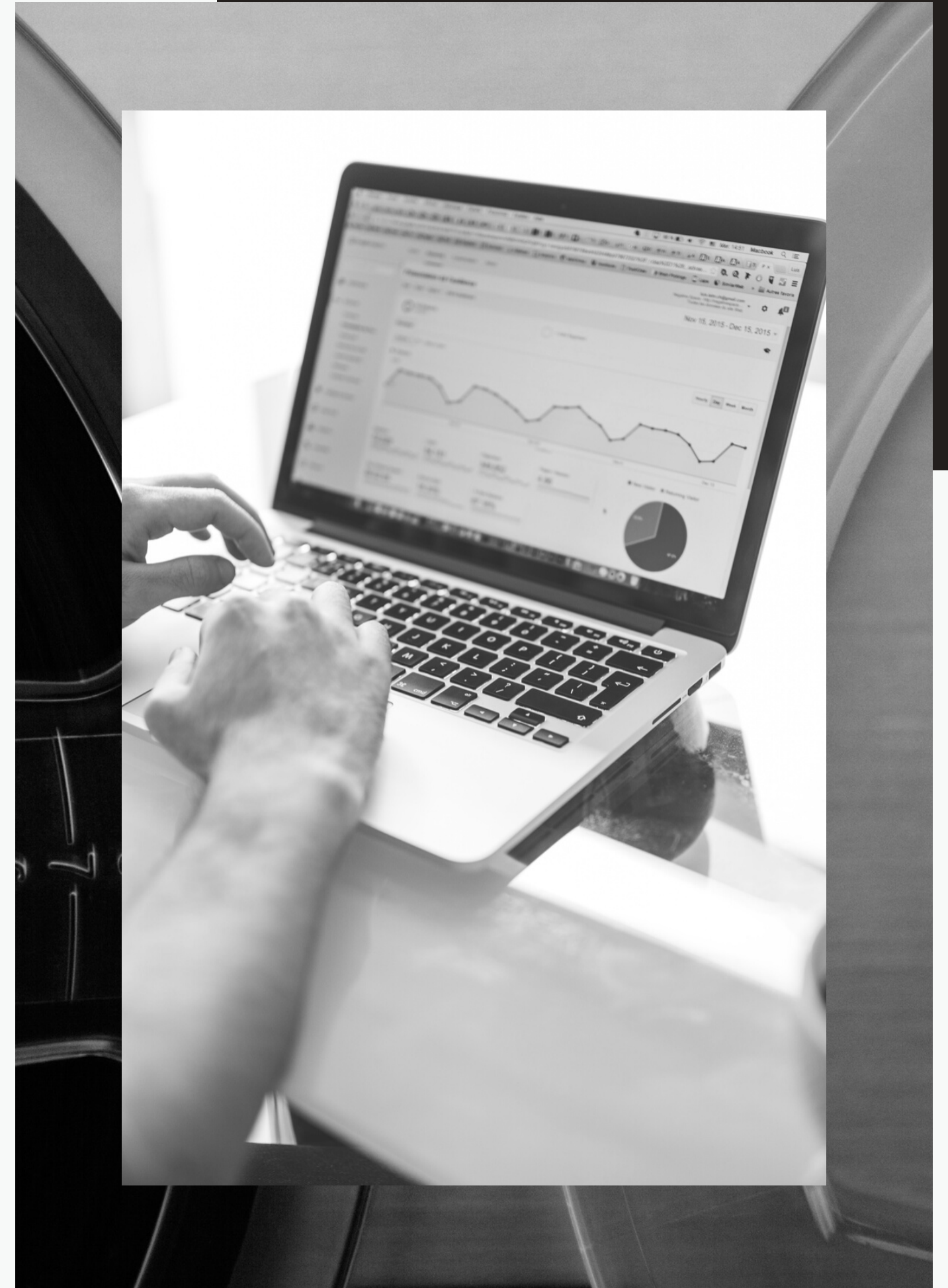
Presented by Abdeali Jamnagarwala



About Viralit

We are a Full-Service Marketing Agency based in UK & USA. We cater all your marketing needs to help your Business Grow.

We work hand in hand with our clients to develop a unique strategy that is tailored to the specific goals of each client.





CASE STUDY

FACEBOOK MARKETING AND FACEBOOK LEAD ADS

We have been working with many clients accross the globe. Our clients include but are not limited to Fitness, Beauty Saloons, Tarot & Psychic, IT Industry, Ecommerce etc

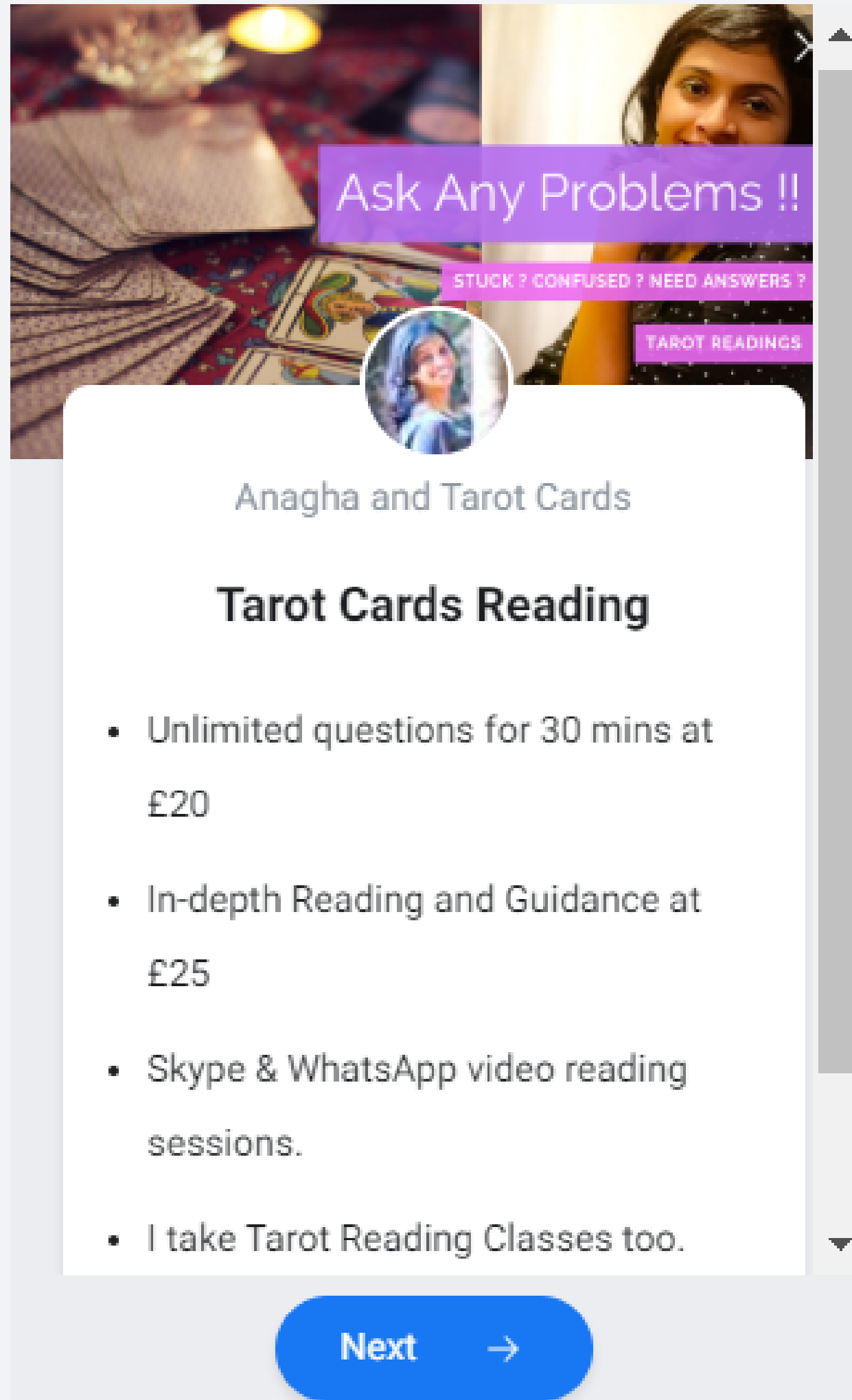
We will be focusing on the Facebook leads generated for a well known Tarot Reader in London.

THE CLIENT

ANAGHA KOLTE TAROT READINGS

Anagha is a well known Tarot Card Reader & also a Teacher in London. She is located at Uxbridge, London. She offers variety of tarot reading services such as one to one & group sessions as well as Tarot Learning programs to her clients.





The image shows a Facebook Lead Ad form preview. At the top, there's a header image with a woman's face and text overlays: 'Ask Any Problems !!', 'STUCK ? CONFUSED ? NEED ANSWERS ?', and 'TAROT READINGS'. Below the header, the business name 'Anagha and Tarot Cards' is displayed. The main title of the ad is 'Tarot Cards Reading'. The ad content consists of a bulleted list of services. At the bottom, there is a blue button with the text 'Next' and a right-pointing arrow.

Ask Any Problems !!

STUCK ? CONFUSED ? NEED ANSWERS ?

TAROT READINGS

Anagha and Tarot Cards

Tarot Cards Reading

- Unlimited questions for 30 mins at £20
- In-depth Reading and Guidance at £25
- Skype & WhatsApp video reading sessions.
- I take Tarot Reading Classes too.

Next →

FACEBOOK LEAD ADS

The entry point to the funnel and one of the biggest channels are Facebook Lead Ads.

We generated leads directly on mobile without a website or landing page. Leads collected by Facebook are automatically sent to the CRM and people who have enrolled start getting the offers and updates to their emails and phone numbers.

As soon as someone clicks on the ad, a form like this is shown with pre-filled information.

Why Video for Advertising?



BEST ENGAGEMENT PERFORMANCE

“Video marketing” is one of today’s hottest industry buzzwords. Video will always outperformed the image. On an average video get's 20 percent more clicks than the image.



Anagha and Tarot Cards

Sponsored · 🌐



Love ❤️, Money 💰, Career 📁... It's time to get Answers!!! Tarot Cards Reading will help you to guide for a better life and [...see more](#)



Unlimited questions for 30 mins at £20. 🌟 332+ Happy Reviews. Experience the Benefits of Tarot Read...

[SIGN UP](#)

AD COPY

The most important factor for the success of any ad campaign is the ad copy & the ad image or video. Facebook is a visual medium and videos perform very well as compared to images. The ad should contain a very engaging and contextually relevant video. That's the most important factor governing the CTR of the ads.

We used a story-line video and warmed up the user then n there.

TARGET AUDIENCE

Advertising is all about precise targeting. If you have a great product or service at an unbelievable price but if you are showing it to the wrong audience, then 100% of your advertising budget is wasted.

We use [Facebook Pixel](#) to tag all the website visitors. These visitors have come from organic search as well as from branding ads.

Then we build a [lookalike audience](#) inside Facebook. This audience matches the demographics and psychographics of the people inclined towards tarot & psychic.

THE RESULTS:-

400+ Leads accross two ad accounts.

☐		Campaign name	Results	Bid strategy	Budget	Reach	Impressions	Cost per result	Amount spent	Ends	+
☐	☐	Lead Generation Dec Tarot Reading	130 On-Facebook leads	Using ad set bid strategy	Using ad set b...	31,104	60,313	£5.68 Per on-Facebook leads	£737.95	Ongoing	
☐	☐	Lead Generation Video London	106 On-Facebook leads	Lowest cost	£11.00 Daily	15,752	46,439	£5.95 Per on-Facebook leads	£630.85	Ongoing	
☐	☐	Leads London New	67 On-Facebook leads	Lowest cost	£11.00 Daily	17,504	38,639	£6.76 Per on-Facebook leads	£452.61	Ongoing	
☐	☐	Direct Message CBO	15 On-Facebook leads	Lowest cost	£11.00 Daily	2,177	2,924	£3.26 Per on-Facebook leads	£48.92	Ongoing	
☐	☐	Lead Generation Tarot Training	4 On-Facebook leads	Using ad set bid strategy	Using ad set b...	1,897	2,455	£8.59 Per on-Facebook leads	£34.34	Ongoing	
☐	☐	Tarot Leads UK	3 On-Facebook leads	Lowest cost	£11.00 Daily	858	963	£3.58 Per on-Facebook leads	£10.75	Ongoing	
☐	☒	Post: "#Tarot Cards Reading and Smiles :)"	— Messaging conver...	Lowest cost	£1.00 Lifetime	41	43	— Per messaging conver...	£0.45	24 Apr 2020	
☐	☐	Anaaha Readings New Vid	—	Lowest cost	£11.00	—	—	—	£0.00	Ongoing	
		> Results from 11 campaigns ⓘ	—			58,944 People	154,455 Total	—	£1,946.71 Total Spent		

Account overview

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

Rules

View Setup

Columns: Custom

Breakdown

Reports

☐		Campaign name	Results	Bid strategy	Budget	Reach	Impressions	Cost per result	Amount spent	Ends	
☐	☒	Lead Generation Video	44 On-Facebook leads	Lowest cost	₹1,100.00 Daily	5,820	11,967	₹289.08 Per on-Facebook leads	₹12,719.70	Ongoing	
☐	☐	Lead Generation United kingdom	39 On-Facebook leads	Using ad set bid strategy	Using ad set b...	7,748	19,065	₹467.65 Per on-Facebook leads	₹18,238.23	Ongoing	
☐	☐	Lead on Messages London	10 Messaging conver...	Lowest cost	₹1,100.00 Daily	2,338	3,621	₹389.58 Per messaging conver...	₹3,895.79	Ongoing	
☐	☐	Lead Generation Tarot	9 On-Facebook leads	Using ad set bid strategy	Using ad set b...	1,779	2,301	₹375.91 Per on-Facebook leads	₹3,383.17	Ongoing	

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**Let's
Collaborate**