

Tech Firm Experiences New Growth Through Facebook Ad Campaigns

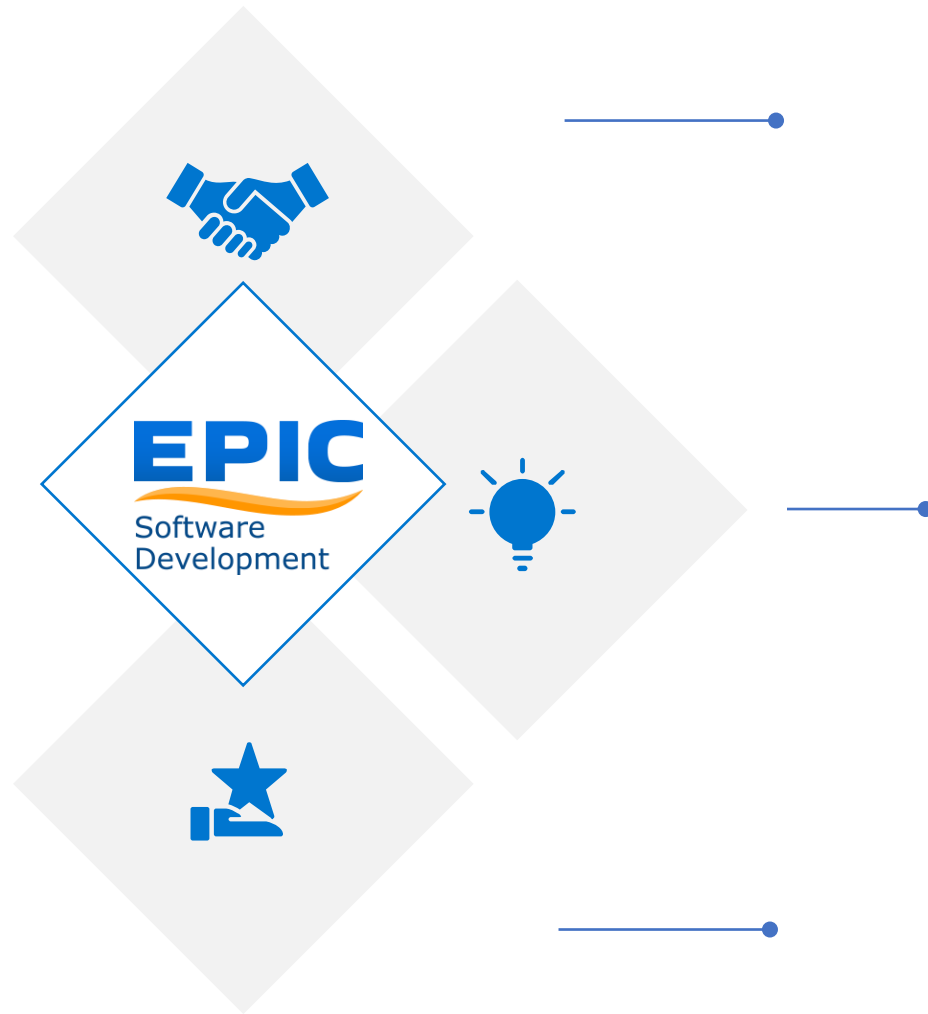


Social Media Advertising Case Study



EPIC Software Development

CASE STUDY



About EPIC Software Development

EPIC Software Development (EPIC) offers enterprise software development solutions for healthcare, banking, and other industries. Epic uses a nearshoring model with developers and engineers to deliver lower cost solutions for their clients.

Opportunity for EPIC

EPIC sought out a new marketing channel to acquire inbound leads for enterprise software development projects. The company utilizes Search Engine Marketing, but wanted to test Facebook Ads see if it could drive lead generation for their sales team.

HBT Digital's Solution

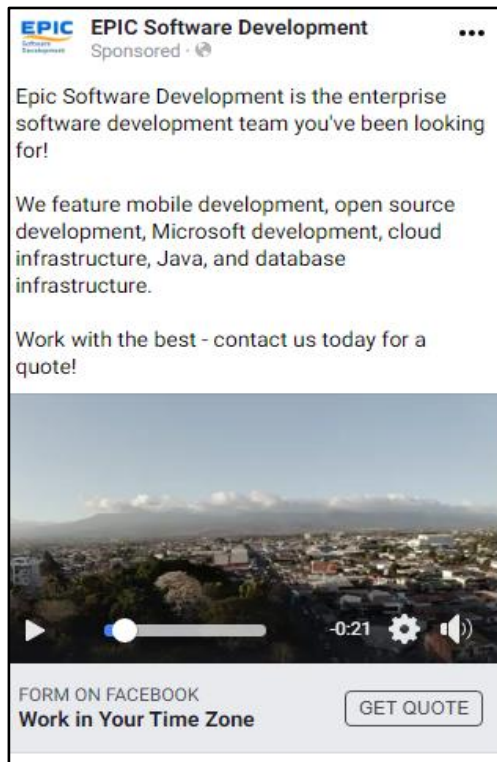
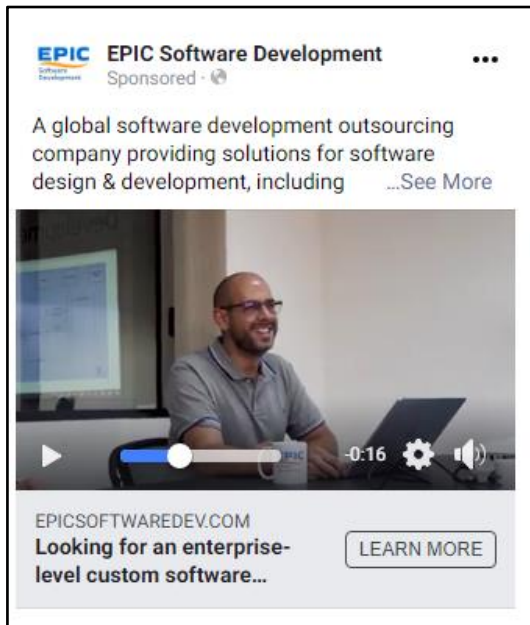
HBT Digital created a detailed Facebook strategy using custom audiences and campaigns including Consideration (video views) and Conversion remarketing campaigns (drive to an on-Facebook lead form).

Digital Marketing Outcome



Working with RJ and HBT Digital has been a pleasure. Being responsive is very important to us and that is one of HBT's biggest strengths in my opinion. RJ is extremely client focused, sends beautiful reports, and pays close attention to detail. – Josh M., Client

Creative



Individuals who watched 50% of the video above were delivered a second ad that was an on-Facebook lead form.

Top Highlights

7 Facebook Leads

\$146 cost per lead

Lead Forms filled out on Facebook

Lower cost than previous marketing campaigns

Facebook Ad Performance



- 8,133 people reached
- 36,637 impressions
- 246 clicks
- \$4.16 cost per click