

# TECH FIRM EXPERIENCES NEW GROWTH THROUGH FACEBOOK AD CAMPAIGNS

## Social Media Advertising Case Study



- **Client:** EPIC Software Development
- **Industry:** Healthcare & Banking

## EPIC Software Development

### 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's go-to marketing channel was Google Ads (Search Engine Marketing), but wanted to test Facebook Ads to see if it could drive lead generation for their sales team.

### HBT DIGITAL'S SOLUTION

HBT Digital created a detailed Facebook strategy using custom and remarketing audiences. The two-campaign approach was to first launch with a Consideration campaign to a broad audience (video views), and then show a Conversion campaign ad to those that engaged with the video. The Conversion campaign utilized an on-Facebook lead form.

### Impact at a glance

↑ **7 Leads**

Lead Forms Filled Out On Facebook

↑ **\$146**

(Cost Per Lead)  
Lower Cost Than Previous Marketing Campaigns

↑ **8,133**

People Reached

↑ **36,637**

Impressions

↑ **246**

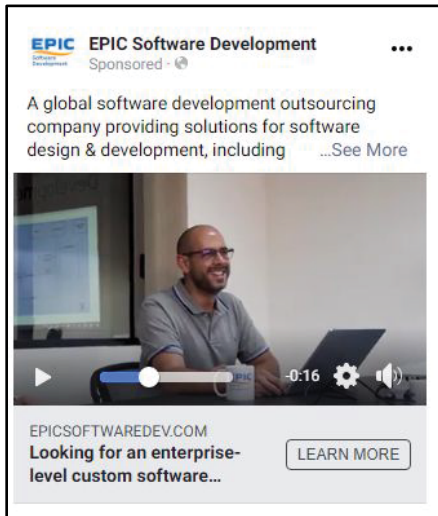
Clicks

↑ **\$4.16**

Cost Per Click



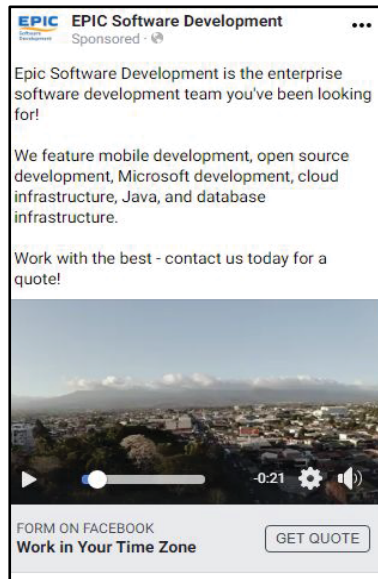
# Creative



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## TESTIMONIAL

*“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**



RJ Huebert  
Owner and Managing Principal

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