

DROZNIAK

FACEBOOK ADS CAMPAIGN

[REDLIN]



CASE STUDY

ABOUT REDLIN

REDLIN is a folk band from Poland that plays songs inspired by their country's culture and history. They also do folk shows and concerts for different occasions and people. They are primarily active on Facebook and Youtube where they share their music, videos and events with their fans.

**What was their problem and
how I helped them solve it?**





THEY WANTED TO INCREASE
THEIR **NUMBER OF FOLLOWERS**
ON FACEBOOK

They decided to try Facebook Ads to
to grow their audience and gain
greater exposure for their organic
posts in the future.

PROBLEM

HIGH COST PER RESULT

How it was before?



Cost per result ▼

zł1.26

Per Page Like

zł1.41

Per Page Like

MY PROCESS

01
**CAMPAIGN
STRATEGY**

02
**AD
CREATION**







03
**CAMPAIGN
OPTIMIZATION**

STEP 01

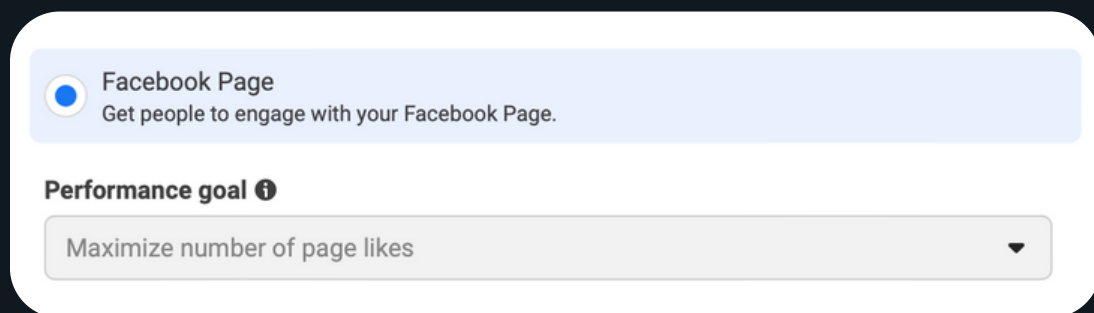
CAMPAIGN STRATEGY

In this step, I determine the best type of campaign for given objective, define the target audience and decide on the bidding strategy. This step helps me to set clear goals and KPIs for the campaign.

Choose a campaign objective

-  Sales
-  Leads
-  Engagement
-  App promotion
-  Traffic
-  Awareness

For this particular campaign I chose the Engagement Objective, focusing on maximizing the number of page likes.



I then analyzed social media analytics to get insights about the audience, and decide whether to choose a core, custom, or lookalike audience.

The bidding strategy for this campaign was simple: I chose the **lowest cost** to get a realistic idea of how much it costs to get a page like and monitored changes (whether to switch to **cost cap** if the CPR went up).

**CAMPAIGN
STRATEGY**



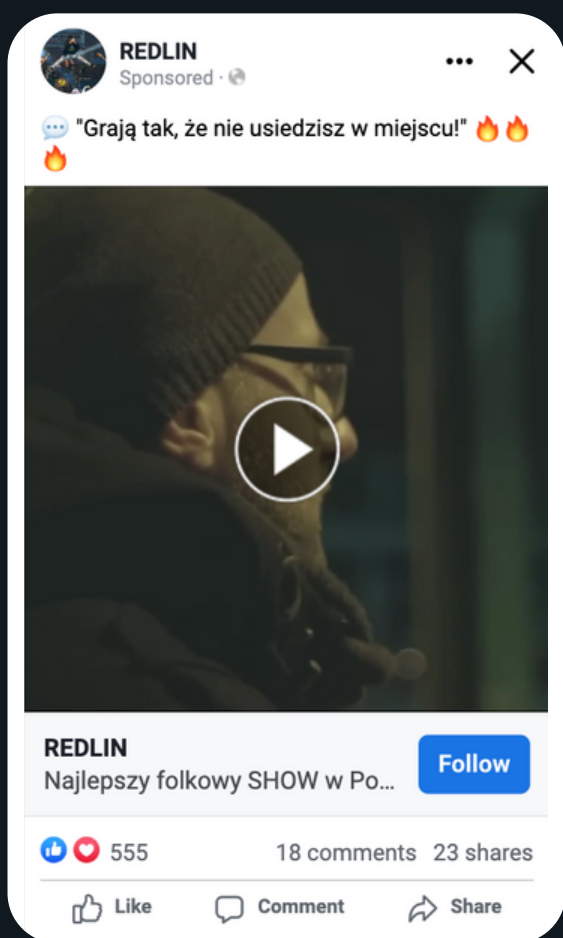
**AD
CREATION**

STEP 02

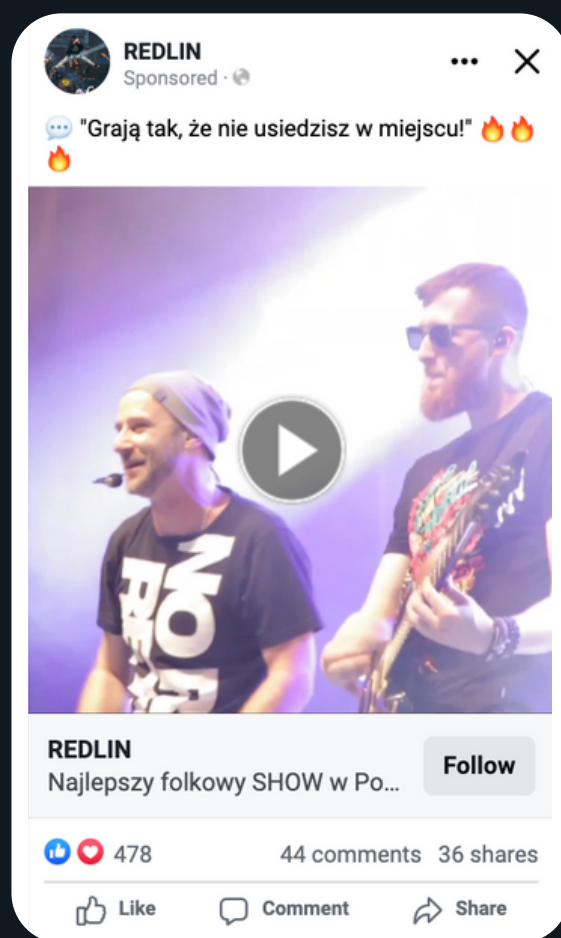
AD CREATION

In this step, I built the actual ads for the campaign by creating videos and writing engaging copy, headlines, and CTAs.

I CREATED TWO VIDEO CLIPS



THEIR MOST POPULAR
SONG RELEASED



THE SONG THEY WANT TO
PROMOTE THE MOST

THE CAMPAIGN IS READY TO PUBLISH

BUT FIRST...



**I decided to set up an A/B Test to
see which ad set performs
better.**

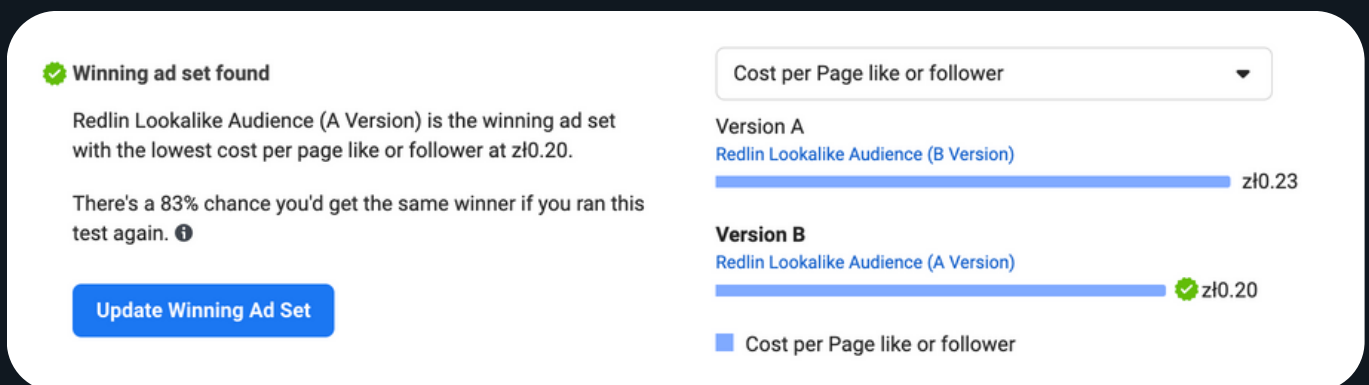
That brings us to the last step.



STEP 03

CAMPAIGN OPTIMIZATION

In this step, I optimized the campaign through A/B testing, monitoring results, tracking key metrics, and making adjustments.

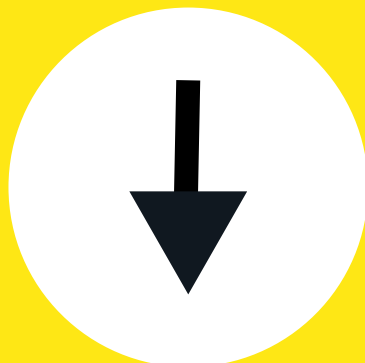


Despite the ad version with the most popular song achieving the best cost per result (CPR), we chose to continue running the alternative version since it aligned with REDLIN's desired song promotion.

RESULTS

THE CAMPAIGN IS STILL ONGOING,
AND I CONTINUE TO OPTIMIZE IT TO
ACHIEVE OPTIMAL RESULTS.

HOWEVER, UP TO THIS POINT...





AVERAGE CPR IS 85% LOWER

Results	Reach	Impressions	Cost per result
665 Page Likes	11,636	17,008	zł0.17 Per Page Like
543 Page Likes	11,350	17,139	zł0.21 Per Page Like



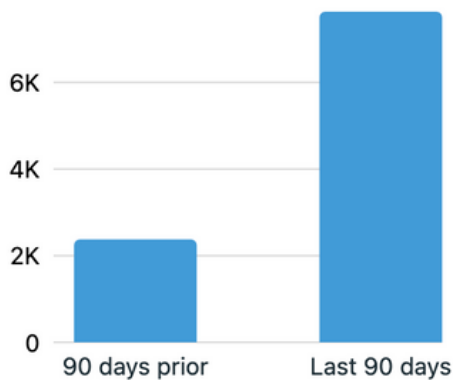
HUGE SPIKE IN ENGAGEMENT

Engagement

Post reactions, comments and shares ⓘ

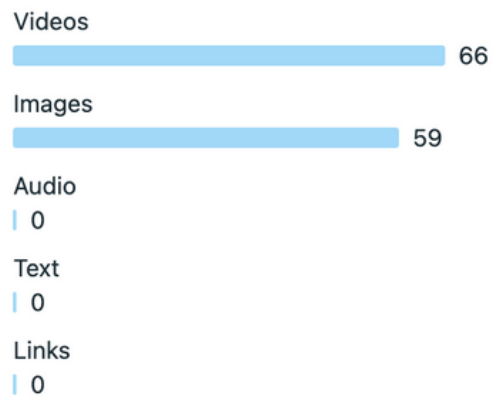
7.6K ↑ 221.2%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



HOW CAN I HELP **YOU?**

**INTERESTED IN
STARTING YOUR
FACEBOOK ADS
CAMPAIGN?**

Send me a message and
**become the next success
story.**

CLICK HERE

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