

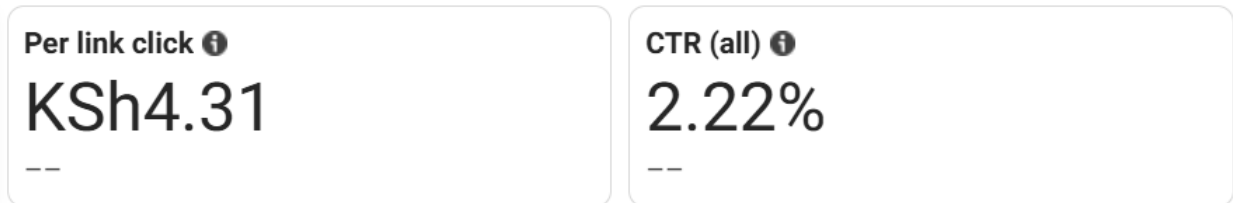
Digital Gush Facebook Ads Optimization

Digital Gush, a dynamic online retailer specializing in portable projectors, was on a mission to skyrocket their sales.

They turned to Facebook ads, but their Click Through Rate (CTR)—the percentage of viewers clicking on their ads—was languishing at just 2.22%. That's below the industry average and a roadblock to their success.

Eager to boost their CTR and drive more sales, they reached out to me for a solution. Together, we set out to transform their approach and unleash the full potential of their advertising strategy.

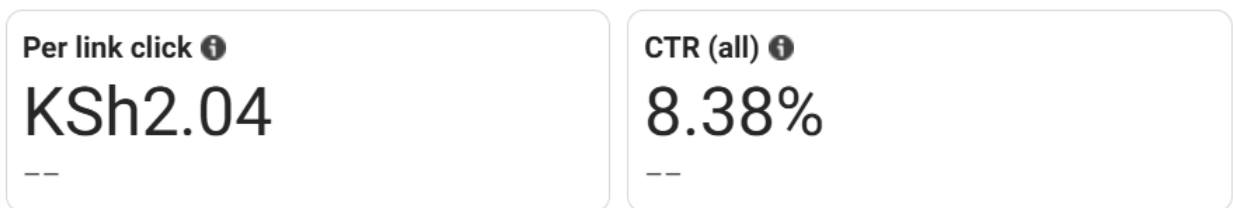
Before



Leveraging my expertise in Facebook ads optimization and compelling copywriting, I transformed their results from a dismal 2.22% CTR to an impressive 8.38%.

This remarkable leap not only quadrupled their CTR but also more than tripled their sales. Now, Digital Gush is thriving, and their business is booming!

After



I also cut their ad spend by over 50%, reducing it from KSh4.31 to KSh2.04.

Now, they're spending less while bringing in more customers than ever before!

Exactly what I did to help them

- I conducted a deep dive into their Facebook ads and identified a critical need for a more compelling script for their video ad. This revamp not only made the video more enticing but also kept viewers engaged for longer.

- Next, I transformed their ad copy into an engaging and persuasive narrative, spotlighting the benefits of their projectors with carefully chosen words that left potential customers eager to buy on the spot.
- I also elevated their sales page with my copywriting expertise, creating an irresistible landing experience that turned visitors into buyers. This strategic enhancement boosted both their sales and their Return on Investment (ROI) from ad spend.

If I could turn around Digital Gush—who was on the verge of giving up on ads—I can do the same for you!