

How 3 Wine & Design Studios Generated Over \$13,790 in 2018 Using Facebook Ads

Discover how the owner of 3 Wine & Design studios used a simple ad campaign to fill classes using Facebook.



The Situation...

When Sarah Dubay, owner of 3 Wine & Design locations in South Carolina, came to us, she had been relying on various grassroots marketing campaigns, Groupons, and social media to get people into her studios' paint nights. She needed a way to consistently get more people into her classes and increase awareness of her brand in the area without adding a huge marketing expense.

She knew she could reach more potential customers and successfully fill her classes using social media, she just needed the right system in place to do it.

How Wine & Design was Able to Get Hundreds of New Customers Using Facebook Ads

By launching a Buy One Get One FREE (BOGO) campaign and adding a "book now" option after claiming the coupon, we were able to reach more potential customers and increase the number of coupon redemptions.

The campaign consisted of four parts:

1. Area-specific messaging for targeted Facebook ad campaigns
2. Zeroing in on the RIGHT offer
3. Book NOW thank you page to increase redemption
4. Redemption-focused follow-up sequences





The Ad



Landing Page



Book Now Page



Follow-Up Emails

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching "ideal customers" including what types of offers they were responding to and what locations to target, we launched a BOGO ad campaign asking potential customers to invite a friend.

After they claimed their coupon, they were immediately redirected to a thank you page that walked them through the steps of redeeming their coupon and booking their class. If they didn't book immediately, they would receive a series of follow-up emails over the coming weeks pushing to the calendar page.

In 2018, Sarah's Wine & Design Studios Booked 394 Classes at \$35 Each, Resulting in \$13,790 in Revenue

Since launching this Facebook ad campaign, Sarah's Wine & Design studios have had 2,861 coupons claimed at \$3.28 each. Of those, 394 people have already redeemed their coupon, resulting in \$13,790 in new business.

With 2,861 new subscribers to her email list, the potential for additional revenue is huge. Between the follow-up sequence and weekly mailings, a large percentage of these qualified prospects will likely attend more classes over time.

Not to mention, for every person who claims a coupon, they have an option to bring a friend, doubling the brand's exposure.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness, and filling their classes.



How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, focusing on filling your classes and growing your business, get more info here:

www.elitedigitalgroup.com/wine-and-design

Or contact us at : info@elitedigitalgroup.com