

Digital Marketing Portfolio: Facebook and Instagram Ads

BisnisKlub: Your Go-To Partner for Successful Facebook and Instagram Ads

Welcome to BisnisKlub! We are dedicated to delivering exceptional digital marketing services, specializing in Facebook and Instagram ads. Our mission is to help businesses thrive in the competitive online marketplace through strategic and effective advertising.

Case Study: Jewel Garden Medan

Client: John Doe, Marketing Agent for Jewel Garden Medan

Objective: Boost sales and brand visibility of the Jewel Garden Medan residential project among potential buyers in Medan and surrounding areas.

Strategy:

- Target Audience Identification:**
 - Demographics: Adults aged 25-45, married, with a stable income.
 - Interests: Real estate, home improvement, family-oriented activities.
 - Location: Medan and surrounding areas.
- Ad Creatives:**
 - Eye-catching visuals of Jewel Garden Medan.
 - Engaging video tours of the property.
 - Testimonials from satisfied homeowners.
 - Clear call-to-action (CTA) encouraging inquiries and visits.
- Ad Placement:**
 - Facebook and Instagram feed ads.
 - Story ads for higher engagement.
 - Carousel ads showcasing different aspects of the property.
- Budget Allocation:**
 - Daily budget of \$50, optimized for lead generation.
 - Adjustments based on performance metrics.

Execution:

Using a combination of compelling visuals, targeted messaging, and strategic ad placements, we launched a series of ads designed to capture the interest of potential homebuyers. Our ads highlighted the unique features of Jewel Garden Medan, emphasizing its prime location, modern amenities, and family-friendly environment.

Results:

- Lead Generation:**
 - Over 500 qualified leads generated within the first month.
 - Significant increase in inquiries and scheduled property visits.

- **Sales Performance:**
 - John Doe achieved the highest sales in the history of Jewel Garden Medan.
 - Named the Number 1 Marketing Agent for the residential project.
 - **ROI:**
 - Return on Ad Spend (ROAS) of 5:1.
 - Increased brand visibility and market presence in Medan.
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At BisnisKlub, we pride ourselves on delivering measurable results and helping our clients achieve their business goals. Whether you're a real estate agent, a small business owner, or a large corporation, our tailored digital marketing strategies will help you reach your target audience and maximize your return on investment.

Ready to boost your business with Facebook and Instagram ads? Let's get started!

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