

Boosting Leads for a Dog-Walking Business with Facebook Ads

Discover how a small dog-walking business leveraged Facebook and Instagram ads to boost leads and grow its customer base. This two-month overview showcases the power of data-driven advertising strategies in driving consistent business growth for niche markets.

 by Dian Tankov





The Challenge: Boosting Brand Awareness

Limited Brand Awareness

Struggling to stand out in the local market

Uncertain Target Audience

Difficulty identifying the most effective audience to reach

Budget Constraints

Need to maximize ROI within a modest advertising budget

The goal was clear: generate quality leads consistently while keeping costs manageable. To achieve this, the business partnered with me to create tailored Facebook and Instagram ad campaigns.

Initial Campaign Setup: Testing

Strategy

The campaign launched in late January with broad targeting to reach a wider audience of pet owners. Ad creatives featured high-quality images of dogs enjoying walks and emphasized the business's unique selling points.

Key Metrics

- Amount Spent: \$223.92
- Leads Generated: 15
- CPL: \$14.93
- CTR: 2.08%



February Challenges: Insights and Adjustments

1

Early February

Steady leads with CPL averaging \$12.31

2

Mid-February

CPL began to rise, peaking at \$15.10, CTR dipped to 1.56%, indicating creative fatigue.

3

Late February

CPL and CTR started to improve again based on the implemented optimizations.

Addressing February's Challenges

1

Identify Issues

Audience saturation and creative fatigue were recognized as key problems

2

New Audience Segments

Created lookalike audiences based on existing leads. Also, implemented precisely segmented interest-based audiences.

3

Creative Refresh

Introduced new ad creatives, including short videos and carousel ads





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March Turnaround: Strategic Optimizations

Retargeting
Ads shown to users who previously engaged, increasing conversion rates by 30%

Video Content
Videos of happy dogs on walks resonated strongly, boosting engagement

Time-Sensitive Offers
Urgency-driven messaging drove immediate responses



March Results: A Significant Improvement

\$1409.81

Amount Spent

For March

191

Leads Generated

Highest weekly lead volume

\$7.38

Cost Per Lead

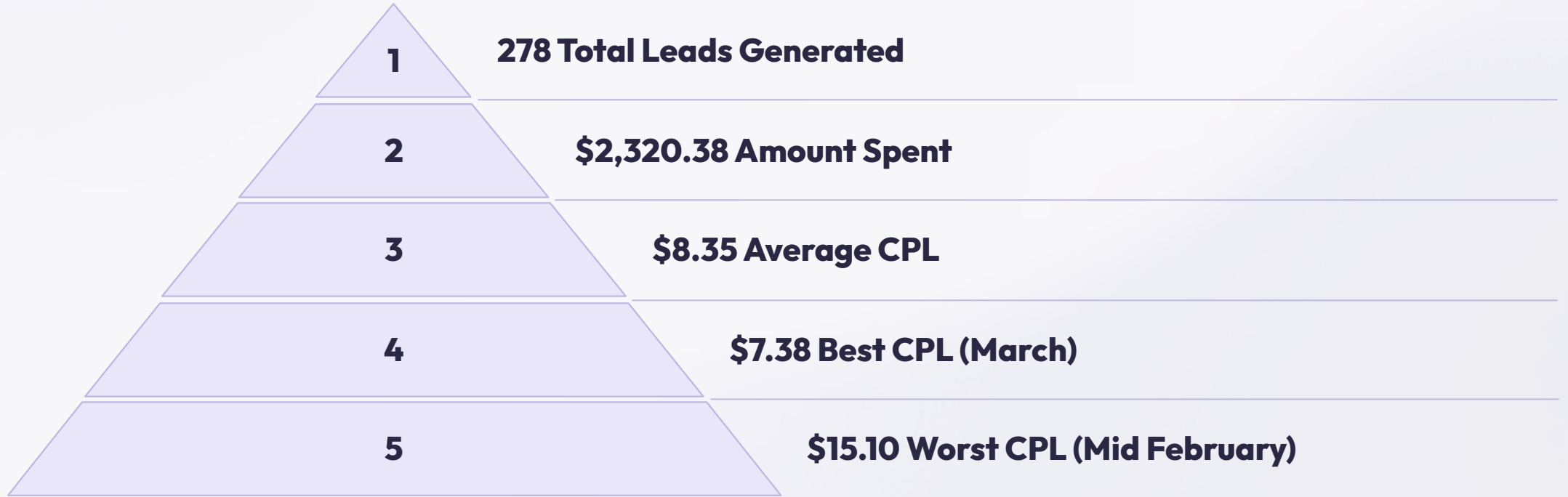
Significant drop from February

2.72%

Click-Through Rate

Improved engagement

Campaign Overview: Two-Month Results



The gradual improvement in performance underscored the importance of ongoing optimization. Every adjustment contributed to better results.

Campaign Overview: Two-Month Results

All ads
Had delivery
Active ads
Active ads
+ More views
23 Jan 2024 - 29 Mar 2024

Campaigns
Ad sets
Ads

Create
Duplicate
Edit
A/B test
More
Columns: Custom
Breakdown
Reports
Export
Charts

Off/On	Campaign	Results	Reach	Cost per result	Amount spent	CTR (all)	Link clicks
<input checked="" type="checkbox"/>	Broad Audiences campaign - diandigital <small>View Charts Edit Duplicate</small>	38 Website leads	48,026	\$14.43 Per lead	\$548.39	1.57%	892
<input checked="" type="checkbox"/>	Detailed-Targeting Audiences campaign - diandigital	88 Website leads	73,825	\$8.02 Per lead	\$705.96	2.39%	1,671
<input checked="" type="checkbox"/>	Retargeting campaign - diandigital	70 Website leads	49,125	\$6.23 Per lead	\$436.26	3.56%	927
<input checked="" type="checkbox"/>	Lookalike Audiences campaign - diandigital	82 Website leads	68,628	\$7.68 Per lead	\$629.77	3.61%	1,411
	Results from 4 campaigns	278 Website leads	171,934 Accounts Centre a...	\$8.35 Per lead	\$2,320.38 Total Spent	2.46% Per Impressions	4,901 Total

Key Lessons Learned



Precision Targeting

Refining audiences based on data is crucial for sustained success



Creative Variety

Regularly refreshing creatives and experimenting with formats keeps audiences engaged



Urgency Drives Action

Time-sensitive calls to action encourage immediate responses



Retargeting Converts

Retargeting campaigns consistently deliver higher conversion rates

Future Campaign Recommendations

1

Expand Geographic Reach

Test ads in nearby cities or regions

2

Introduce Subscription Plans

Promote bundled packages for regular walks

3

Collaborate with Pet Services

Partner with groomers, trainers, or vets

4

Utilize Instagram Reels and Stories

Create engaging short-form video content



The Power of Strategic Advertising

This dog-walking business's journey demonstrates the transformative power of strategic Facebook and Instagram advertising. By starting with a solid foundation, learning from early results, and continuously optimizing, the campaign achieved remarkable growth.

The business not only generated 278 leads but also established a scalable model for future success, showcasing how data-driven digital marketing strategies can elevate small businesses in niche markets.



Take Action: Elevate Your Business Today

If you're looking to achieve similar results and boost your business with data-driven digital marketing strategies, now is the time to act. Don't let your competitors get ahead – harness the power of strategic advertising to grow your customer base and increase your ROI.



Expert Guidance

Work with FB/IG ads expert who understand your niche



Tailored Strategies

Develop campaigns specifically designed for your business goals



Continuous Optimization

Benefit from ongoing adjustments to maximize your campaign's performance