



MARKETING REFRESH

*Call for
CONTACTLESS
Delivery!*

GENERATING REVENUE THROUGH FACEBOOK ADS

eSIGNS, a national online retailer of signs and banners, needed to increase their efforts reaching business owners and individuals during the 2020 COVID-19 global pandemic. eSigns wanted to help businesses create signs that communicate critical updates and changes to their customers, help individuals celebrate events in a unique way, and communicate safety and social distancing policies. Marketing Refresh supported eSigns by crafting a Facebook ads campaign to reach buyers that were spending more time at home during the pandemic.

eSigns
.com

The Problem

Businesses and individuals needed to create new signs and banners with new messaging during the pandemic. eSigns saw an opportunity to market to their customers who were spending more time on social media. eSigns needed to act quickly with the right targeting and appropriate creative and message.

The Solution

We put together an entire Facebook ad campaign in a few days. Our team developed the campaign strategy, created the visuals, wrote copy for the ads, and created unique ad campaigns targeting custom audiences with specific messages. After the campaign was approved and launched in mid-April 2020, we provided ongoing support through real-time campaign management, which included the daily monitoring of ad performance and tweaking ad delivery to maximize performance.

The Results

We instantly saw positive results in the first half of April. As we learned more about how customers were responding to the Facebook ads, we improved the targeting and creative messaging to maximize revenue and minimize cost.

After three months:

Generated a total
ROI of 2517%.

Cost per acquisition was
98% lower
when compared to Google ads
94% lower
when compared to Bing ads



When the pandemic hit, businesses and individuals had an immediate need for signs and banners. We knew we could get this signage to them quickly and affordably—if we could get our name in front of them quickly. The Marketing Refresh team did just that, creating and optimizing an ad strategy that effectively targeted our audience and converted them to buyers.



- Doug Harris, eSigns.com Chief Marketing Officer

Social Media Posts

