

HOW WE GENERATED 1,135 LEADS

in 12 months for this UAE based
Sports Academy



OUR LEAD GENERATION SOLUTION

How we did it

1

Hook

We created a unique offering for each service to attract attention online.

2

Created Ads

We create a wide variety of creatives and copy for each service which were changed continuously.

3

Lead Generation

We ran lead generation campaign on social media to attract new prospects.

4

Sales Software

Automations were created so leads were sent to the sales software straight away for the team to contact with no delay.

5

Sales Process

A process was created for the team to contact leads and follow up when required.

OUR RESULTS

July 1st 2021 - June 30th 2022



Budget

18,947.43 AED



Leads Generated

1,135



Platform

**Facebook &
Instagram**



Average CPL

16.69 AED



Impressions

1,053,200

Results ↓	Reach	Impressions	Cost per result	Amount spent
294 On-Facebook leads	58,989	141,192	5.58.د.ا Per on-Facebook lea...	1,639.95.د.ا
274 On-Facebook leads	93,287	194,419	13.04.د.ا Per on-Facebook lea...	3,572.24.د.ا
154 On-Facebook leads	99,742	209,926	19.36.د.ا Per on-Facebook lea...	2,981.09.د.ا
107 On-Facebook leads	57,696	143,675	22.90.د.ا Per on-Facebook lea...	2,450.17.د.ا
26 On-Facebook leads	20,036	44,028	29.10.د.ا Per on-Facebook lea...	756.60.د.ا
20 On-Facebook leads	6,834	10,390	11.87.د.ا Per on-Facebook lea...	237.37.د.ا
—	251	276	—	6.33.د.ا
— On-Facebook lead	290,893 People	743,906 Total	— Per on-Facebook leads	11,643.75.د.ا Total Spent
12 On-Facebook leads	9,280 People	17,007 Total	43.43.د.ا Per on-Facebook leads	521.21.د.ا Total Spent
59 On-Facebook leads	29,943 People	85,537 Total	31.60.د.ا Per on-Facebook leads	1,864.16.د.ا Total Spent
100 On-Facebook leads	50,272 People	101,751 Total	28.43.د.ا Per on-Facebook leads	2,842.60.د.ا Total Spent
89 On-Facebook leads	54,058 People	104,999 Total	23.32.د.ا Per on-Facebook leads	2,075.71.د.ا Total Spent

