



CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

PRODUCT

Software Company

CAMPAIGN

Social Media for Lead Generation

BACKGROUND

Our goal was to grow a database of veterinary technicians and veterinary professionals through engagement with a high value piece of content.

GOALS & PROCESS

Primary Goal: Generate marketing qualified leads using native lead generation forms on Facebook and Instagram.

To achieve this goal, Red Brick Partners created a fun, engaging piece of content designed for teams to engage with that product placed the company's software. The content offered a fun way for technicians to understand the value proposition and communicate it to their managers.



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RESULTS

Native lead generation forms created an easy way conversion path, boosting results.

Red Brick Partners generated **964** leads in **2** months by leveraging a custom audience and a lookalike audience on Facebook and Instagram.

Target CPL: Under **\$5** Per Lead
Actual CPL: **\$1.62** Per Lead

TAKEAWAY

By attracting technicians on social media, Red Brick Partners was able to generate marketing qualified leads while staying under budget.



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