



Brighamstarksfilms

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Attention newly engaged Minnesotans!

Brighamstarksweddings is offering \$500 off wedding videos for the summer of 2019! BUT only to the first 10 people.

Why are we doing this? Brighamstarksweddings has serviced much of Wisconsin but has only recently moved to the Minneapolis area. In honor of our arrival we are knocking \$500 dollars off our original prices. Our biggest promotion of the year! More so, if you refer someone and we book them you'll get another \$200 off (1 month be... [See More](#)



[HTTP://BIT.LY/BRIGHAMSTARKSWEDDINGS](http://bit.ly/brighamstarksweddings)

Are you newly engaged?

Hire a videographer today!

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- Wedding advertisement offering \$500 to the first 10 people. This is what's known as a good offer. Giving value upfront to grab attention of viewer.
- Video provides the viewer value quickly. Easy to understand and "consume".
- Presentable and professional = more trustworthy "People only buy from those they trust."
- Bring them to a lead capture page to collect email, phone number and reasons why they want this deal. This gives us inside information very quick. We use that information against the customer and in their favor, however you want to look at it.
- Retarget said customers, with next ad only displayed at them. "Those who've already shown interest in a product/service are most likely to be converting customers and be less costly."

The screenshot shows the Facebook Ads Manager interface for the account 'Brigham John Starks'. It displays a table of campaign performance data for the month of September 2018. The table includes columns for Campaign Name, Delivery status, Budget, Results, Reach, Impressions, Cost per Result, and Amount Spent. A specific campaign, 'Brighamstarksweddings (Traffic) 12SEP18', is highlighted, showing 8 leads, 1,646 reach, 2,398 impressions, and a total spend of \$32.27. A summary row at the bottom shows results from 3 campaigns with a total reach of 2,795 people, 3,734 total impressions, and a total spend of \$42.27.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
Brighamstarksweddings (Traffic) 12SEP18	Recently Completed	Using ad se...	8 Leads (Form)	1,646	2,398	\$4.03 Per Lead (F...	\$32.27
Post: "This sunny and spacious East Isles condo ..."	Completed	Using ad se...	237 Post Engag...	1,149	1,336	\$0.04 Per Post En...	\$10.00
Results from 3 campaigns				2,795 People	3,734 Total	---	\$42.27 Total Spent

Breakdown of wedding ad:

Total spend: \$32.27

Cost per lead: $\$32.27 / 8 \text{ Leads} = \4.03 per Lead

Then lets say 2 of these leads convert to customers. I could potentially book two weddings priced at \$2,500 with the two totaling at \$5,000 and have only spent \$32.37 to get those two customers.

This is how effective marketing can be. This is why I started learning it.