



Make Life Luxury (client)

Make Life Exclusive was founded in NY by two brothers with the mission of creating a strictly exclusive line of products for men. Their entire mission is to provide men with great hair quality products. After building some great rapport with the client, we felt like we can help them achieve the goal of launching the product on social media effectively in the next 45 days.

Current Situation

Zero social media presence and no strategy for launching their products into the marketplace.

WHAT WE DID

After our 45-minute consultation call, we analysed their target audience, and decided to work on building their social media presence just before product launch which would happen 45 days from the first call, we had with them.

After spending a week thoroughly researching and understand MLEs market segment, we drew up our social media marketing strategy which included, 9 posts a week on FB and IG as well as doing eBook giveaways with FB messenger.

Our main goal was to use this strategy to collect customer emails and data, in order to launch to a warm audience i.e create a campaign on Facebook and use this information to launch to a custom audience which would lead to more sales. On the right you can see our first ad copy.

We then tested the ad copy, images and target audiences and ran for few days which resulted in us finding our winning ads. We got a CPA \$1.48.



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👍❤️👍 John Raglin, Anthony Cacciatore and 45 others 7 Comments 5 shares

Search	Filters	Add filters to narrow the data that you are seeing		Lifetime: 19 Nov 2019 - 23 Mar 2					
Account overview		Campaigns 1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign			
+	Create	Duplicate	Edit	A/B test	Rules	View Setup	Columns: Performance	Breakdown	Reports
Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent		
<input checked="" type="checkbox"/> Messages-2/12/20	Active	\$10.00 Daily	213 Messaging...	14,198	21,829	\$1.48 Per messagi...	\$314.73		
<input type="checkbox"/> Instagram Growth Story Video Ad - Traffic	Active	Using ad set b	1,563 Link Clicks	220,611	295,457	\$0.10 Per link click	\$157.96		
<input type="checkbox"/> Instagram Growth	Completed	\$100.00 Lifetime	63 Link Clicks	39,392	41,098	\$1.18 Per link click	\$74.34		
<input type="checkbox"/> Giveaway - Traffic	Ad sets off	Using ad se...	373 Link Clicks	8,410	16,255	\$0.72 Per link click	\$268.37		

That's 213 customers for only \$1.48 per customer email in less than 45 days. Now they are ready to launch to a warm audience using the 213-customer data as a base to target others on social media.

Search	Filters	Add filters to narrow the data that you are seeing		Lifetime: 19 Nov 2019 - 23 Mar 2					
Account overview		Campaigns 1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign			
+	Create	Duplicate	Edit	A/B test	Rules	View Setup	Columns: Performance	Breakdown	Reports
Ad set name	Delivery	Bid	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	
<input checked="" type="checkbox"/> Men's Style & Grooming	Active	Lowest cost Conversations	Using camp...	1 Mar 2020, 14:56 23 days ago	211 Messaging...	13,842	21,188	\$1.44 Per messagi...	
<input type="checkbox"/> braun company targeting E-book Lead Magnet	Off	Lowest cost Conversations	Using camp...	10 Mar 2020, 02:19 14 days ago	2 Messaging...	511	641	\$5.15 Per messagi...	
> Results from 2 ad sets					213 Messaging C...	14,216 People	21,858 Total	\$1.48 Per messagin...	

Social Media Growth

When MLE came to us, they had 0 social media presence and no strategy to get a targeted following going on IG or FB. This is what we did after our 45-minute free consultation call with Scott co-founder of MLE.

We conducted a thorough competitive analysis and created a fully in-depth social media marketing strategy and then executed immediately after Scott was happy with our strategy. Here is our 7-step process for building an engaging following for MLE.

Social media marketing strategy link -

https://docs.google.com/document/d/16XjoO3o8LfahB2OLdRkh7hQVdBeymsDCL_igAFmi-kM/edit

Competitive analysis link –

https://docs.google.com/spreadsheets/d/1_QqbyMBtfry2TvCJ3uV1ACtrE7-xek0xbP4D_48bwc/edit?usp=sharing

Step 1: Create Marketing Goals to Solve Your Biggest Challenges

Some of the goals we took look at for MLE.

Increasing Brand Awareness

Creating a Loyal Fanbase

Step 2: Research Your Social Media Audience

We looked at all the social platforms and we figured based on MLEs customer avatars , IG would be the most important platform for organic reach and most of their target audience would be based on IG due to age and customer demographics.

Step 3: Establish Your Most Important Metrics

We knew MLE were not after sales because they hadn't launched yet, so we figured our most important metrics were, Reach and Relevance.

Step 4: Research Your Social Competitive Landscape

As you can see on the link above, we always carry out a competitive analysis and we did for MLE as well and then we focused on what kind of content would work based on their competitors.

Step 5: Build & Curate Engaging Social Media Content

We curated all the content, as MLE had no products out yet we did all the graphic design in house as well as the content.

Step 6: Engage with Your Audience

We made sure all comments were answered on all of their social media pages to ensure engagement as well as helping their pages with ranking.

Step 7: Track Your Efforts & Always Improve

We used Hootsuite and IG, FB analytics to analyse our data and improve every single week.



