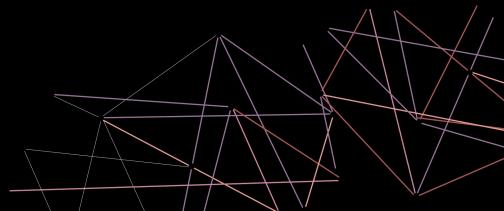
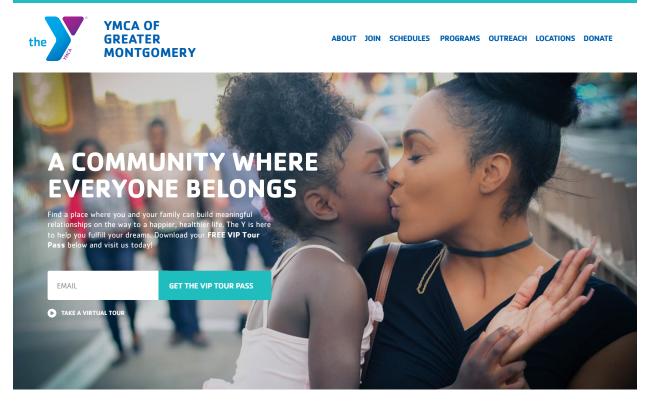


# SOCIAL ADS THAT CONVERT







## Connecting Community One Social Ad at a Time

## A Case Study with the YMCA

We love the YMCA! Their programs are life-changing for many people because they are more than a gym and swim, they are a place to belong and help kids build character and confidence through team sports.

#### But... not everyone realizes this.

YMCA of Greater Montgomery hired Soulheart to help them run a membership campaign that would drive new sales and deepen their community reach with an important message: the Y isn't just a gym. PLUS it's affordable and available to everyone no matter what age, race, or socio-economic status they have. This is what makes the Y special: CEOs and single moms can workout next to each other and have kids on the same youth sports teams. And in Montgomery, the divide is one of the steepest in the country making it all the more challenging to grow.

#### What did we do?

We ran a Facebook Campaign targeted directly at generating leads and customers through a sales funnel design to connect more people to the mission and sign up for membership with the Y.

#### The Ad Types we ran were:

- Lead Generation: specialized ads designed to collect leads right in Facebook.
- Landing Page: designed to help people get to a landing page where they sign up for a program or membership (or FREE download)
- Web Traffic: designed to just drive more people to check out the website

The average price per click for campaigns is usually around \$2-3/click. But we built a highly targeted audience and a Lookalike Audience based on the YMCA's current members. We attached this to each location a physical branch or program was in.

## The Creative

We utilized media from a national branding campaign to build a beautiful brand look so the Y would be noticed online.

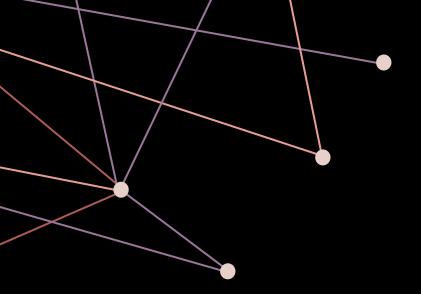


### The Results

The numbers spoke for themselves as the ads resulted in an average of \$.22 per click. Membership and program sales went up, and web traffic increased as well. Ads reached more than **75K local people**, **4,479 clicked to the landing page or website**, and the **website audience grew 11.65%** year over year.

# But the best stat overall was the fact the Y experienced more than **45% Revenue Growth!**

**The power of social ads to build growth and revenue is real.** That's why we invest time and learning to help build growth strategies and execution plans that work. Reach out to us today and let's discuss your Social Campaign needs. We've built a passionate team that loves helping nonprofits, churches, and businesses likes yours succeed online.





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