



Facebook Ads Marketing Portfolio

Digital Age
FULL THROTTLE
MARKETING



Hi, I'm Dawn-Marie

DIGITAL MARKETER

I've worked with hundreds of small business owners to help them reach more of their ideal clients and start to build their community so they can work on developing their brand awareness.

I've done all of this using digital marketing strategies, including Facebook and Instagram Ads, sales funnels and email marketing.

My clients and I have accomplished AMAZING goals together.

Goals such as growing email lists by the thousands, getting new leads in almost any niche for less than \$1 and generating sales for products and services.

In the next few pages, I am sharing with you my clients' results and feedback.

I understand that seeing other clients' results will help you make the right decision, whether I am the best digital marketer to help your business gain more visibility with Facebook and Instagram Ads.

And if you're a coach, consultant or service provider and you're ready to let the world know about your amazing product or service, I would love to chat with you.

[Click here to schedule my time.](#)

Lead + Sales Generation Campaigns

Campaigns			Ad sets		Ads				
Create			Export		Col				
<input type="checkbox"/>	Name	↕	Bid strategy	Budget	Results	Cost per result	Reach	Impressions	
<input type="checkbox"/>	> Custom audience	<input checked="" type="checkbox"/>	Lowest cost Daily unique re...	£5.00 Daily	2 Link Clicks	£0.34 Per link click	84	98	
<input type="checkbox"/>	> Video ad	<input checked="" type="checkbox"/>	Lowest cost Conversions	£3.00 Daily	695 Leads	£0.39 Per Lead	26,904	38,927	
<input type="checkbox"/>	> video	<input checked="" type="checkbox"/>	Lowest cost 10-second vide...	£5.00 Daily	234 10-second v...	£0.04 Per 10-second ...	1,589	1,871	

Niche: Art + Craft

Budget used: £10/day

Strategy implemented: Video view campaign, retargeting 75%+ video viewers to a conversion ad for lead generation

Campaign objective: Build email list with the goal of selling an online course valued at £249

Cost per lead: £0.39

<input type="checkbox"/>	Campaign name	⚠	Result	Delivery	Reac	Impressi	Cost per result	Budget	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/> NEW Lead Generation Fiverr Gig Set Up		42 Leads (Fo...	● Active	5,530	7,000	\$2.16 Per Lead (Form)	Using ad se...	\$90.55
<input type="checkbox"/>	<input checked="" type="checkbox"/> [REDACTED] Lead Ads #1		41 Leads (Fo...	● Active	5,525	13,902	\$6.85 Per Lead (Form)	Using ad se...	\$281.02
<input type="checkbox"/>	<input checked="" type="checkbox"/> Engagement		26,452 Post Eng...	● Active	35,244	61,283	\$0.02 Per Post Engagement	Using ad se...	\$417.22
<input type="checkbox"/>	<input type="checkbox"/> [REDACTED] Lead Ads #2		2 Leads (Fo...	● Inactive	1,673	2,556	\$38.73 Per Lead (Form)	Using ad se...	\$77.45
<input type="checkbox"/>	<input type="checkbox"/> Video views		166 10-secon...	● Inactive	467	566	\$0.03 Per 10-second video vi...	Using ad se...	\$5.36

Niche: Spa treatment brick and mortar

Budget used: \$10/day

Campaign objective: Reduce the client's cost per lead. Lead cost went from \$6.85 > \$2.16 by optimising creatives and messaging used in ads and narrowing audiences targeted

Campaign outcomes: The client saved \$191 by reducing her ad spend from \$281 to \$90. The funnel converted 46% of visitors into leads and 28.6% leads into phone sales. The client generated 42 leads of which 12 of them paid a deposit for her initial offer, generating \$1640 in sales. The client life time value is \$1k which gives her an opportunity to generate \$12,000 in additional revenue over time. ROAS generated was 18x.

Account overview

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate



Edit

Rules

Columns: Performance

Breakdown

Export

<input type="checkbox"/>		Ad set name		Delivery	Results	Reach	Impressior	Cost per result	Budget	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>			● Active Initial learning complete	52 Leads	4,143	5,748	£1.25 Per Lead	£3.00 Daily	£64.99
<input type="checkbox"/>	<input type="checkbox"/>		● Inactive	1 Lead	80	324	£7.27 Per Lead	£3.00 Daily	£7.27	
		▶ Results from 2 ad sets 			53 Leads	4,204 People	6,072 Total	£1.36 Per Lead		£72.26 Total Spent


Niche: Business

Budget used: £5/day


Campaign objective: Build email list with the goal of selling a coaching program valued at \$2k

Strategy implemented: Conversion ad to landing page to generate leads

Cost per lead: £1.25



DR - LG - LLA Leads 1% - Men - 34 to 64 - Li...
\$14.27 per Lead (Form)
● Active



DR - LG - LLA Leads - Men - 34 to 64 - Livin...
\$20.96 per Lead (Form)
● Active

[See More](#)

RESULTS

Lifetime7 days1 day

Today

6

Leads (Form)

\$41.38 spent

PERFORMANCE

Cost per Lead (Form)	\$6.90
Reach i	1,688
Frequency i	1.02

Niche: SaaS

Campaign objective:

- Reduced client's cost per lead from \$75 to \$6.90 within 3 months
- Rebuilt funnel to produce higher quality leads by asking qualifying questions

Campaign outcomes:

- Phone answer rate increased from 18% to 80%
- Lead > client conversion rate increased from 2% to 18%
- 800+ leads generated
- \$200 monthly subscription and client lifetime value of \$10k

Strategy implemented: Campaign started with extensive brand awareness. Then retargeted people who engaged with campaign and directed them to a conversion ad to lead form to generate leads

Cost per lead: \$6.90 achieved within 3 months

Link Clicks	Value Video Opt-Ins	Cost per Value Video Opt-Ins	Survey Application	Cost per Survey Application
24	6	\$21.98	1	\$131.89
10,772	2,561	\$2.67	208	\$32.85
—	—	—	—	—
1,524	240	\$7.88	18	\$105.07
3,558	—	—	—	—
78,410	14,089	\$3.66	858	\$60.12
58	—	—	—	—
121	17	\$4.88	1	\$82.94
1,968	501	\$3.91	33	\$59.42
—	—	—	—	—
96,435 Total	17,414 Total	\$3.73 Per Action	1,119 Total	\$57.97 Per Action

Niche: Coaching

Campaign objective: High-ticket coaching funnel with objective to secure sales calls

Campaign outcomes:

- 72326 targeted visitors
- 17,414 webinar leads generated with a 24% opt-in rate
- Cost per webinar registrant \$3.73
- 1119 coaching applications completed at a rate of 6%. Cost per application \$57.97
- Closing rate 20%
- Coaching program valued at \$2k. Estimated total revenue \$447,600

Strategy implemented: Conversion ad to webinar landing page > sales call with retarget ads implemented

Ecommerce Campaigns

Campaigns			Ad sets		Ads					
Create			Export				Columns: Custom		Breakdown	
<input type="checkbox"/>	Name	↕	⚠	Amount spent	Purchases Conversion Value	Website purchases conversion	Offline purchases conversion	Purchase ROAS (return on ad spend)	Website purchase ROAS (return	Link clicks
<input type="checkbox"/>	>	<input checked="" type="checkbox"/>		\$84.08	\$0.00	\$0.00	\$0.00	—	—	551
<input type="checkbox"/>	>	<input checked="" type="checkbox"/>		\$84.27	\$493.45	\$493.45	\$0.00	5.85	5.85	91
<input type="checkbox"/>	>	<input checked="" type="checkbox"/>		\$150.17	\$1,952.57	\$1,952.57	\$0.00	12.98	12.98	89
<input type="checkbox"/>	>	<input type="checkbox"/>		\$0.00	\$0.00	\$0.00	\$0.00	—	—	—
> Results from 14 campaigns ⓘ				Total Spent \$318.52	Total \$2,446.02	Total \$2,446.02	Total \$0.00	Average 7.67	Average 7.67	Total 731

Niche: Beauty

Campaign duration: 3 months (Screenshot shows sales results within 7 days)

Campaign outcome: This campaign shows my client generating a 7.67x ROAS (return on ad spend). Final campaign result \$6308 ad spend with \$19563 revenue

Campaigns

Ad sets

Ads

Create

Export

Columns: Custom

<input type="checkbox"/>	Name			Amount spent	Link clicks	CTR (link click-through)	CPC (cost per link click)	Purchases Conversion Value	Website purchases conversion
<input type="checkbox"/>	> <div></div>	<div></div>	<div></div>	\$2,931.44	2,434	1.47%	\$1.20	\$20,044.47	\$20,044.47

Campaigns

Ad sets

Ads

Create

Export

Columns: Custom

<input type="checkbox"/>	Name			Amount spent	Link clicks	CTR (link click-through)	CPC (cost per link click)	Purchases Conversion Value	Website purchases conversion
<input type="checkbox"/>	> <div></div>	<div></div>	<div></div>	\$1,091.57	1,870	2.41%	\$0.58	\$4,320.15	\$4,320.15

Niche: Fashion

Campaign duration: 3 months

Campaign outcome: This campaign shows my client generating a 6x ROAS (return on ad spend). Final campaign result \$4023 ad spend with \$24364.62 revenue

Save

Clear

Last 30 days: Dec 15, 2020 – Jan 13, 2021

Note: Does not include today's data

Ad Sets

Ads

A/B Test

Rules

View Setup

Columns: Custom

Breakdown

Reports

Amount Spent	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through Rate)	Purchase ROAS (Return on Ad Spend)	Website Purchases	Unique Landing Page Views	Unique Content Views	Unique Adds to Cart
\$1,624.46	144,509	\$11.24	1,448	\$1.12	1.00%	3.12	19	1,161	722	2
\$439.77	38,720	\$11.36	587	\$0.75	1.52%	2.81	7	393	439	
\$225.57	10,829	\$20.83	328	\$0.69	3.03%	4.17	5	183	308	
\$182.37	16,483	\$11.06	167	\$1.09	1.01%	4.98	2	152	113	
\$40.42	8,103	\$4.99	90	\$0.45	1.11%	5.57	1	83	33	
\$275.35	62,316	\$4.42	206	\$1.34	0.33%	3.20	5	163	138	
\$617.61	51,702	\$11.95	219	\$2.82	0.42%	2.52	7	164	220	
\$27.75	10,067	\$2.76	211	\$0.13	2.10%	—	—	50	26	
\$28.58	1,685	\$16.96	8	\$3.57	0.47%	—	—	7	8	
\$3,461.88 Total Spent	344,414 Total	\$10.05 Per 1,000 Impressions	3,264 Total	\$1.06 Per Action	0.95% Per Impressions	3.13 Average	46 Total	2,104 Total	1,721 Total	

Niche: Jewelry

Campaign duration: 30 days

Campaign outcome: This campaign shows my client generating a 3x ROAS (return on ad spend). Final campaign result \$3461 ad spend with \$10846 revenue

ABOUT

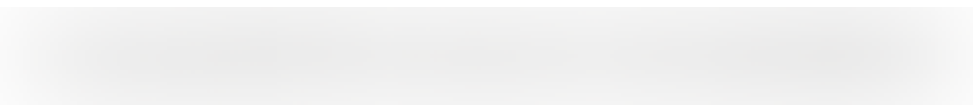
Founder of Digital Age Full Throttle Marketing, here are some career highlights that I'm proud of so far:

- Featured in digital marketing articles for brands such as 3dCart and She Owns It
- Speaker and trainer on digital marketing podcasts such as Bring More You To Your Work Podcast, The Rachel Academy Podcast, The Hustle & Heels Website Conversion Webinar
- Creator of the blog I Am Dawn-Marie with a readership of over 79,000 readers every year



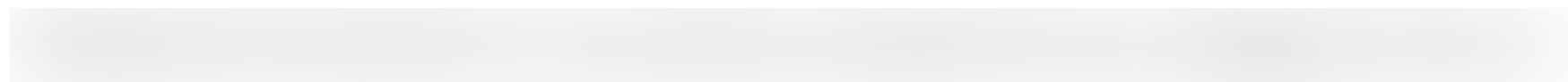
TESTIMONIALS

Hi Dawn,



I really appreciate all your help, your patience, and your expertise. This store would not have gotten this far without your help and I know this is only the beginning.

I will definitely be recommending your services to anyone who is seeking FB ad management, copywriting, etc.



Thanks!

- Proctor



Client: Proctor Trivette - Audio & Sound Engineer, The Six-Figure Sound Engineer

TESTIMONIALS



Dawn is so patient and very helpful.. Prior to dawn I was spending hundreds for ads one in particular was a 42 leads for 283.. Dawn narrowed down my interest and created a few different ads and I was able to get the same 42 leads at about 98\$. n that same ad has received me now 62 Gonna be hiring a help before I know it. Dawn knows her stuff!!!

5 months ago

Client: Penelope Chrisshada, Brows By Penelope Hue, Microblading Salon Owner

TESTIMONIALS

MyMac

Fri 19/06/2020 13:19

To: Dawn-Marie Nesbitt



Hi Dawn,

Here is my feedback. Thank
you so much!

My experience working
with Dawn-Marie on Facebook advertising was VERY informative. She was very diligent in
preparing for our session and covering all my points of concern. After having worked with her
for a power session I came away with a strategy/plan that I am currently implementing
and am excited about the outcome. I am very appreciative of her genuineness and heart to
help her clients. Our session cleared up so much for me! I would highly recommend her to
anyone who needs direction with digital advertising in their business.

Rich

Client: Richard, Independent Affiliate Marketer

TESTIMONIALS



**CHRISTINA M.
JOHNSON**

Motivation Maven 📌 and
Publisher of Dreams 📖 On A
Mission To Help 1,000
Entrepreneurs Share Their
Message In 2020 🙌

November 22, 2019, Dawn-Marie
was a client of CHRISTINA M.'s

When I began using social media ads, I was overwhelmed & frustrated with all the information. I needed to find someone who was an expert (because I wanted my ads to be successful) and I wanted someone who was easy to work with. Dawn was all-of-the-above! Not only were we paying about \$0.03 per click. I received well over 250 leads in less than 2 days. I truly appreciated everything she did to help me be successful. Thanks, Dawn!
(HIGHLY RECOMMENDED) [See less](#)

Client: Christina M. Johnson, Author Coach, Testimony Publishers

TESTIMONIALS



Mary Stewart, RN, PNP

I help coaches and nurses focus on revenue generating activities so they can grow their business. | Inventor | Nurse CEO

November 15, 2019, Mary was a client of Dawn-Marie's

Dawn helped me to generate quality leads for my program using FB ads in just 7 days. She is very knowledgeable and I value her expertise in the management of my FB ads.

Client: Mary Stewart, Registered Nurse and Coach to Nurses - Startup

TESTIMONIALS

Received (4)

Given (5)



Maya Gaddie

Business Coach and Mentor
to Full-Time Women Coaches

★ I Help You Create An
Amazing Client Experience.



March 18, 2020, Maya was a
client of Dawn-Marie's

Dawn-Marie is a total pro when it comes to helping you get leads and clients from your Facebook ad campaigns. She's thorough, detail-oriented and has a very specific system that helps her produce results for her clients. Highly recommended!

Client: Maya Gaddie, Business Coach to Other Coaches

Ready to get started with Facebook + IG Ads?

If you're a coach, consultant or service provider, I would love to speak with you to see how I can help you. I work with small business start ups who are ready to get more visibility to their offer or service using Facebook Ads but don't want to pay agency prices.

My portfolio consists of clients who have a marketing budget of at least \$1500/month ad spend.

I require a 3-month commitment to optimise your campaigns and get you results. If you are ready to get started, click the button below to schedule a time to chat with me.

Schedule Your Free Sales Breakthrough Call