



CASE STUDY

Effective META Ads Campaign by CeeWell Technologies for Namita Malhotra, Online Life Coach

Client Overview: Namita Malhotra, an Online Life Coach, approached CeeWell Technologies with the goal of promoting her life coaching programs in Dubai through a META Ads campaign on Facebook and Instagram. The campaign aimed to engage the online audience, specifically targeting individuals aged 21 to 50 in Dubai. The budget allocated for the one-month campaign was set at 20 AED per day, with a commission structure of 20% on the budget for CeeWell Technologies.

Campaign Objectives:

1. Increase engagement and awareness for Namita Malhotra's Online Life Coach programs.
2. Promote a webinar scheduled for 10th Feb alongside the ongoing life coaching program campaign.
3. Transition from the webinar campaign to a paid seminar campaign.

CeeWell Technologies Approach:

1. **Creative and Engaging Ad Designs:**
 - CeeWell Technologies crafted visually appealing ad creatives incorporating the client's preference for White, Pink, and Purple color schemes.
 - Utilized compelling visuals and concise messaging to convey the value of Namita Malhotra's coaching services.
2. **Strategic Campaign Set-Up:**
 - Initiated the META Ads campaign on Facebook and Instagram with a focus on engagement as the primary campaign type.
 - Effectively targeted the specified audience of 21 to 50-year-olds online in Dubai to maximize reach and relevance.
3. **Parallel Campaigns for Webinar and Life Coaching Programs:**
 - Managed two campaigns simultaneously - one for the ongoing life coaching programs and another for the upcoming webinar on 10th Feb.

- Ensured a seamless transition between the two campaigns to maintain continuous engagement.
- 4. **Interactive Ad Formats:**
 - Utilized interactive ad formats, such as polls, quizzes, and call-to-action buttons, to encourage audience participation and engagement.
 - Fostered a sense of interactivity and dialogue between Namita Malhotra and the target audience.
- 5. **Performance Monitoring and Optimization:**
 - Regularly monitored the performance of the campaigns, analyzing metrics such as engagement rates, click-through rates, and audience interactions.
 - Implemented strategic optimizations, adjusting targeting parameters and creatives to enhance campaign effectiveness.
- 6. **Smooth Transition to Paid Seminar Campaign:**
 - Paused the campaign promoting the webinar after its conclusion on 10th Feb.
 - Transitioned seamlessly to the third campaign, which focused on promoting the paid seminar, maintaining the momentum built during the previous phases.

Results:

1. **Increased Engagement:**
 - Achieved a significant increase in audience engagement, measured through likes, comments, shares, and participation in interactive elements.
2. **Webinar Success:**
 - The webinar campaign on 10th Feb garnered a high attendance rate, with positive feedback from participants.
3. **Effective Budget Utilization:**
 - Successfully managed the daily budget of 20 AED, optimizing its allocation to maximize reach and engagement.
4. **Timely Commission Payments:**
 - CeeWell Technologies adhered to the agreed payment schedule, ensuring Namita Malhotra received timely commission payments.

Conclusion: CeeWell Technologies demonstrated expertise in executing a successful META Ads campaign for Namita Malhotra, effectively promoting her Online Life Coach programs. The use of interactive ad formats, strategic campaign management, and a seamless transition between phases contributed to the campaign's success. The positive results achieved underscore CeeWell Technologies' capability in delivering engaging and effective social media campaigns.