

# CASE STUDIES

## Finance for Tradies

### Overview

Finance for Tradies is a business catering for the financial needs of tradesmen. They are developing a niche market and are looking to engage their audience efficiently and effectively.

### Problem

Earlier this year Finance for Tradies engaged Bloocow to find a strategy to get more leads for the business. Google Adwords was going to be too expensive so we came up strategy to engage the market on facebook.

### Solution

We were able to get some extremely goo engagement through Facebook ads and at a very reasonable cost per click (cpc).

### Result

In the first month, there were an extra 1000 visits to the website and 30 solid leads received as a result of the campaign. Further to this the cost per lead was around 0.70 cents, making it a very good return on investment.

