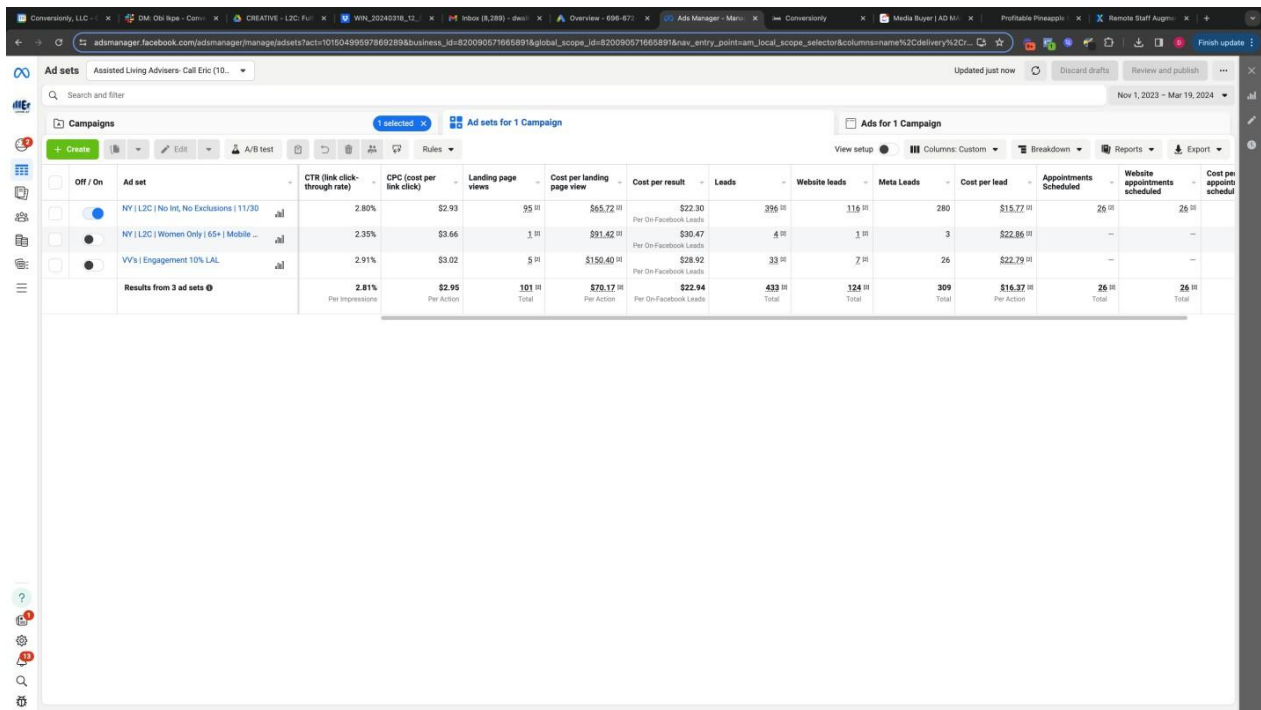


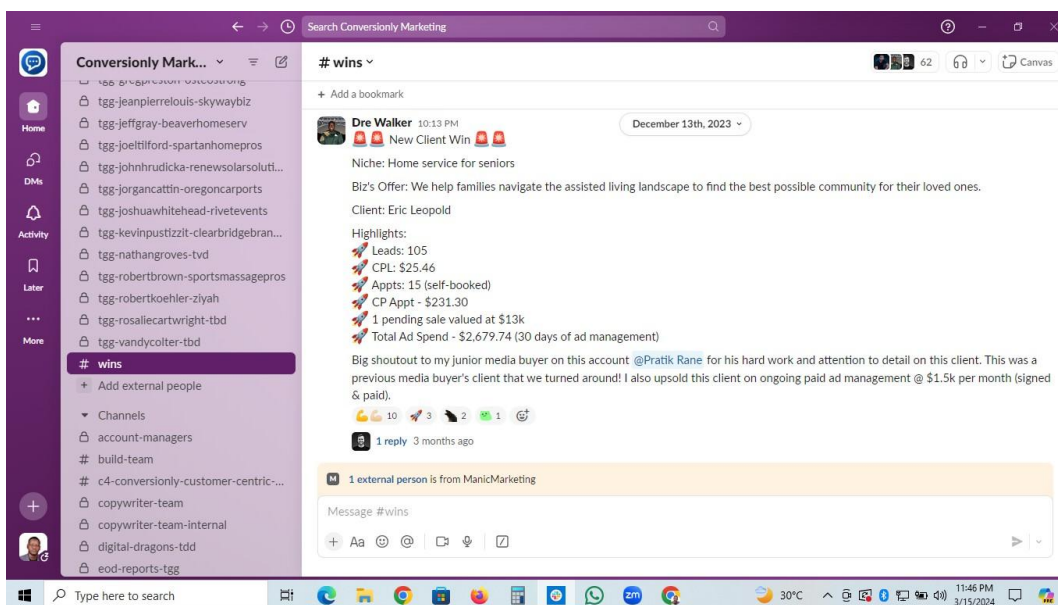
Besides being a traditional advertising copywriter for 5 years, I have also been a direct response copywriter for 6 years. Recently, I worked with some clients in the information product and online course space.

One of them is **Assisted Living Advisers** and the client contact person was **Eric Leopold**. What the company does is help people find suitable care homes within their community for their elderly parents and relatives. You will find the copy and the results below. The copy: [Ad Library \(facebook.com\)](https://www.facebook.com/adlibrary)



The screenshot shows the Facebook Ads Manager interface for the campaign 'Assisted Living Advisers - Call Eric (10...'. The table displays performance metrics for three ad sets: 'NY | L2C | No Int, No Exclusions | 11/30', 'NY | L2C | Women Only | 65+ | Mobile...', and 'VV's | Engagement 10% LAL'. The 'Results from 3 ad sets' row provides a summary of the overall performance.

Off / On	Ad set	CTR (link click-through rate)	CPC (cost per link click)	Landing page views	Cost per landing page view	Cost per result	Leads	Website leads	Meta Leads	Cost per lead	Appointments scheduled	Website appointments scheduled	Cost per appointment scheduled
	NY L2C No Int, No Exclusions 11/30	2.80%	\$2.93	95	\$65.72	\$22.30	396	116	280	\$15.77	26	26	
	NY L2C Women Only 65+ Mobile...	2.35%	\$3.66	1	\$91.62	\$30.47	4	1	3	\$22.86			
	VV's Engagement 10% LAL	2.91%	\$3.02	5	\$150.40	\$28.92	33	7	26	\$22.79			
Results from 3 ad sets		2.81%	\$2.95	101	\$70.17	\$22.94	433	124	309	\$16.37	26	26	



The screenshot shows a Facebook post from the 'Conversionly Marketing' page, dated December 13th, 2023. The post celebrates a 'New Client Win' for 'Dre Walker'. The client's business is 'Home service for seniors', and the offer is 'Biz's Offer: We help families navigate the assisted living landscape to find the best possible community for their loved ones.' The client is 'Eric Leopold'. The post includes a list of highlights: Leads: 105, CPL: \$25.46, Appts: 15 (self-booked), CP Appt - \$231.30, 1 pending sale valued at \$13k, and Total Ad Spend - \$2,679.74 (30 days of ad management). The post also mentions a 'Big shoutout to my junior media buyer on this account @Pratik Rane for his hard work and attention to detail on this client. This was a previous media buyer's client that we turned around! I also upsold this client on ongoing paid ad management @ \$1.5k per month (signed & paid).' The post has 10 reactions and 1 reply. The reply is from '1 external person is from ManicMarketing'.

Conversionly Marketing

wins

Dre Walker 10:13 PM

New Client Win

Niche: Home service for seniors

Biz's Offer: We help families navigate the assisted living landscape to find the best possible community for their loved ones.

Client: Eric Leopold

Highlights:

- Leads: 105
- CPL: \$25.46
- Appts: 15 (self-booked)
- CP Appt - \$231.30
- 1 pending sale valued at \$13k
- Total Ad Spend - \$2,679.74 (30 days of ad management)

Big shoutout to my junior media buyer on this account @Pratik Rane for his hard work and attention to detail on this client. This was a previous media buyer's client that we turned around! I also upsold this client on ongoing paid ad management @ \$1.5k per month (signed & paid).

10 reactions

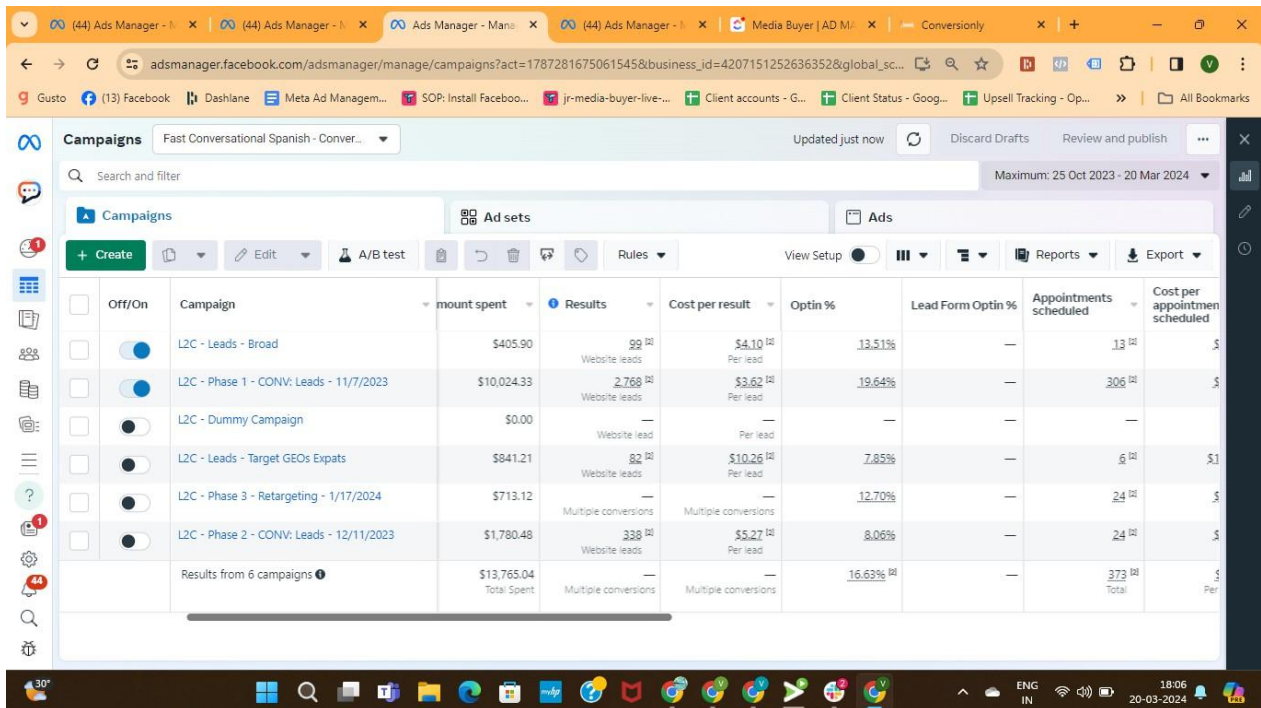
1 reply 3 months ago

1 external person is from ManicMarketing

Message #wins

I also worked with a client called **Peter McCaslin** and I helped write copy for his **Fast Conversational Spanish** online coaching offer. What they do is help people become conversational in Spanish quickly. You will find the copy and the results below.

The copy: [Ad Library \(facebook.com\)](#)



The screenshot displays the Facebook Ads Manager interface. The top navigation bar includes tabs for 'Campaigns', 'Ad sets', and 'Ads'. The 'Campaigns' tab is active, showing a list of campaigns. The table below provides detailed performance metrics for each campaign, including spend, results, cost per result, and optimization percentage.

Off/On	Campaign	Amount spent	Results	Cost per result	Optin %	Lead Form Optin %	Appointments scheduled	Cost per appointment scheduled
<input checked="" type="checkbox"/>	L2C - Leads - Broad	\$405.90	99 Website leads	\$4.10 Per lead	13.51%	—	13	\$
<input checked="" type="checkbox"/>	L2C - Phase 1 - CONV: Leads - 11/7/2023	\$10,024.33	2,768 Website leads	\$3.62 Per lead	19.64%	—	306	\$
<input type="checkbox"/>	L2C - Dummy Campaign	\$0.00	— Website lead	— Per lead	—	—	—	—
<input type="checkbox"/>	L2C - Leads - Target GEOs Expats	\$841.21	82 Website leads	\$10.26 Per lead	7.85%	—	6	\$1
<input type="checkbox"/>	L2C - Phase 3 - Retargeting - 1/17/2024	\$713.12	— Multiple conversions	— Multiple conversions	12.70%	—	24	\$
<input type="checkbox"/>	L2C - Phase 2 - CONV: Leads - 12/11/2023	\$1,780.48	338 Website leads	\$5.27 Per lead	8.06%	—	24	\$
	Results from 6 campaigns	\$13,765.04 Total Spent	— Multiple conversions	— Multiple conversions	16.63%	—	373 Total	\$ Per

The marketing agency I used to work for even got him to shoot a testimonial video. Here it is: Fast Conversational Spanish – <https://conversionly.io/peter-case-study/>

This last one I want to share is in the financial services space. What they do is help small businesses that are overwhelmed with Merchant Cash Advance debt and are about to go bankrupt and lose their businesses to find a way out of the crisis. You will find the copy and the results below.

Copy for **Barry Kornfeld (Value Capital Funding)** – [Ad Library \(facebook.com\)](#)

Campaigns

Value Capital Funding (147356240614...

Updated just now

Discard Drafts

Review and publish

...

Q

Campaigns is 2 selected

X

Search and filter

Save

Clear

Maximum: 19 Feb 2021 - 19 Mar 2024

▼

Campaigns

2 selected

X

Ad sets for 2 Campaigns

Ads for 2 Campaigns

+ Create

Duplicate

▼

Edit

▼

More

▼

View Setup

III

▼

▼

▼

▼

▼

▼

▼

<input checked="" type="checkbox"/>	Off/On	Campaign	Delivery	Attr sett	Amount spent	Results	Cost per result	Appointments scheduled	Mobile appoint schedu
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	L2C Phase 4 Lead ...	Active	7...	\$3,844.05	193 On-Facebook leads	\$19.92 Per on-Facebook lea...	—	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	L2C Phase 4 Lead ...	Off	7...	\$870.47	15 On-Facebook leads	\$58.03 Per on-Facebook lea...	—	
Results from 2 campaigns.				7...	\$4,714.52 Total Spent	208 On-Facebook leads	\$22.67 Per on-Facebook lea...	— Total	

The marketing agency I used to work for also got Barry Kornfeld to shoot a testimonial video. Here it is – <https://conversionly.io/barry-case-study/>

Conversiononly Mark... # wins

Harsh Sharma 3:44 PM

🎉🎉 New Client Win 🎉🎉

Niche: MCA Debt for Businesses.

Biz's Offer: Financial services, in which clients will reduce a big amount of their debt and have more time to pay it.

Client: Barry Kornfeld | Value Capital Funding

Highlights:

- Leads: 154
- CPL: \$11.25
- Appts: 13
- CP Appt - \$133
- Total Ad Spend - 1,732.55 (19 days of ad management)

It has been only 19 days for them since we started running ads and they have already closed few deals as well. They have asked to continue ongoing paid ads management after completion of 30 days.

Shoutout : @Stephon C @Dharmil Parekh (edited)

🔥 7 🍷 3 📄 1 🗨️

3 replies Last reply 2 months ago

1 external person is from ManicMarketing

Message #wins

The CEO of the agency I used to work with (Conversionly) is Zach Williams. He would be happy to be my reference. Here is his email: zach@conversionly.io You can also contact the Operations Manager, Donna Wojtas on donna@conversionly.io