

BEAUTYFULY

Receives a 71% social sales increase via Facebook marketing.



Using the latest methods of Facebook Business Manager Advertising, Something About Marketing (SAM) was able to help Beautyfuly reach a new audience, gaining a 71% sales increase from just two campaigns.



"Something About Marketing provided us with some very successful Facebook campaigns that led to more sales than we've ever seen from an Ad!"

Executive Summary

Beautyfuly is a brand that sells Beauty products through various methods such as; eCommerce (Shopify), Facebook, and affiliate links.

The Challenge

Beautyfuly originally created their Facebook hoping to utilize it to gain new clients. When they realized Facebook didn't work without many page likes and ads to get them seen, they reached out to SAM for help.

They wanted to increase website traffic, make sales through Facebook and increase their conversion rates.

How SAM Helped

After researching and creating the target audience that would be most likely to purchase their Silicone Beauty Blender Sponge, SAM then started to create the ad. After some A/B testing, SAM was able to find out which copy worked best for the full-scale ad.

The next ad they had SAM run was for some Gold Glitter Eyeshadow. Knowing this was going to be a featured product, SAM decided to not just run one type of ad, but three! One ad for engagements, one ad for conversions, and one ad for video views. By utilizing this method, SAM wanted to increase the correct traffic that would optimize conversions utilizing the Facebook Pixel.



Beautyfuly
Published by Stephen Akhterov [?] · July 20, 2017 ·

This INSANE Silicone Sponge will replace your Beauty Blender
It's FREE here 🤩👉 <http://bit.ly/SiliBlender>
Just pay for shipping!... See More

@mollycosmetics

**THIS MAKEUP SPONGE
WILL BLOW YOUR MIND!**

8,954 People Reached 111 Engagements [Boost Post](#)

Alicia Ferrante, Jeannette Hernandez and 2 others 2 Comments 3.3K Views

Like Comment Share



Beautyfuly
Published by Stephen Akhterov [?] · November 24, 2017 ·

Tag Someone Who Would Love This Gold Glitter Eyeshadow!
Oh and Black Friday Sale is giving this 20% Off This Weekend Only!
<https://beautyfuly.com/.../beautyfuly-glitter-eye-shadow-pale...> See More

BEAUTYFULY.COM

Tag Someone Who Would Love This Gold Glitter Eyeshadow! [Learn More](#)

31,653 People Reached 1,916 Engagements [Boost Post](#)

193 43 Comments 70 Shares 18K Views

Like Comment Share

**Actual Analytics from Facebook for Beautyfuly.*

Results, Return on Investment and Future Plans

After optimizing the ad and target audience, the silicone sponge was receiving a high click through rate of 41%! Well above their average, or industry average of 9.21%

The Gold Glitter eyeshadow did so well with this method, that it started marketing itself.

With over 70 shares, the ad stopped running, while the sales kept coming in! Beautyfuly ended up getting more traffic from this one ad than they had ever received at one time! This ad received a 61% click through rate, and a **conversion rate of 17%**! SAM gave Beautyfuly a high ROI, and increased their sales by 71%.