

CASE STUDY

featuring



VANBURF MEDIA

by



RoyalWood Media

THE CLIENT

VANBURF MEDIA

Chris Burfield is the CEO and Founder of VanBurf Media, a Facebook Ad Agency that helps small business owners and entrepreneurs generate more leads and sell more products and services through social media and other online platforms.



Chris is one of the most sought after Facebook marketing consultants and internet marketers in his field.



THE CHALLENGE

What - VanBurf Media wanted to **increase conversions** on their high-tickets Facebook Ads services through their **Messenger list**, but were seeing a drop in the number of webinar registrants that attended their webinars through the chatbot and didn't purchase.

THE SOLUTION

How - By **segmenting and retargeting** existing subscribers.

Where - From their existing Messenger list who had signed up, attended and had not purchased from the webinar. Our plan was to send tailored content through a **broadcast message**.

Why - To get segmented subscribers who didn't purchase to attend another webinar and **purchase**.

STRATEGIES IMPLEMENTED



Audience Segmentation:

- Segment subscribers on existing Messenger list based on their data and target those who attended a webinar, but did not purchase

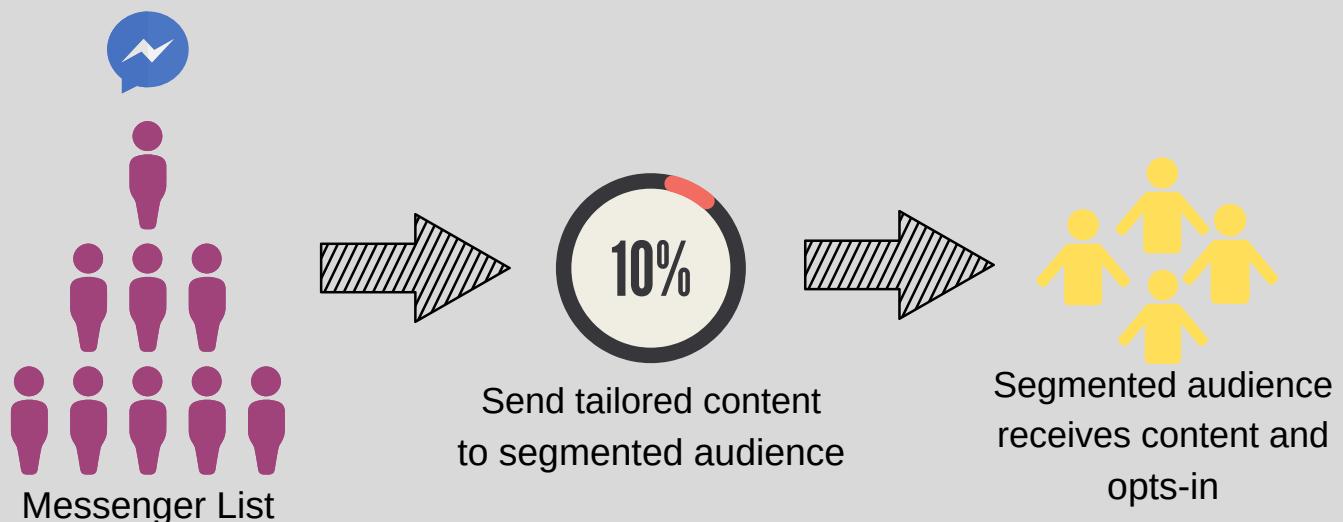


Broadcast Messaging:

- Sending tailored content at scale to all of the Messenger subscribers on the segmented list

SEGMENTED AUDIENCE

WE SEGMENTED THE AUDIENCE BASED ON DATA TO TARGET THOSE WHO ATTENDED, BUT NEVER PURCHASED



Messenger Segmentation

VanBurf Media segmented their existing list of Messenger subscribers to target those who didn't previously purchase from a webinar through the following steps:

- Filter their Messenger list based on user profile 'tags' created in Messenger
- Those who were 'tagged' as non-purchasers were segmented into a list to be followed up with via 'broadcast message'
- Sent a 'broadcast message' to all segmented subscribers to join upcoming webinar

BROADCAST MESSAGING



BROADCAST MESSAGE WAS SENT TO THE SEGMENTED AUDIENCE - EVERYONE WHO RECEIVED IT OPENED THE MESSAGE

Hey Andrew! I'm going LIVE inside my closed group in 10 min. (4pm EST) I'm going to reveal the 3 Facebook Ads You Need To Be Running To Dominate 2018~

If you're not a member, here's the link to request access! It's FREE to join.

<https://www.facebook.com/groups/PropagandaMarketingMachine/>



Broadcast Messaging

Broadcast Messages sent to segmented list - response was as follows:

Open Rate - 100%

Everyone who received the message opened it in Messenger

Click Through Rate - 87%

87% of the people who opened the message clicked through

Attendance - 120 people attended

RESULTS

- 👉 Campaign Cost: **Free** (Leveraging existing Messenger list)
- 👉 Attendees: **120** people attended the webinar from a subscriber list of 514
- 👉 Open Rates: **100%**
Click-Through Rates: **87%**
- 👉 Number of high-ticket purchases: **11**
- 👉 Revenue Generated: **\$19,132**