



# Case Studies

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MARCH 2022



# Hey! I'm Jenzaia

**Teacher. Momma.  
FB Ad Strategist.**



JD Teacherpreneur Marketing is a boutique FB ads agency that works with ambitious course creators, coaches and service providers just like you!

## About these Case Studies



These are some of my client's best-performing Facebook ad campaigns. Remember that each campaign is unique and results may vary.



In this document, we dive into the strategy for each ad as well as some of the key takeaways that made the ad successful. My hope is you can use these strategies and takeaways in your own ad campaigns!

# Case Study #1

## **Details:**

List Builder w/ Tripwire

\$0.57/lead

**ICA:** Middle School ELA Teachers

## **Strategy:**

To build her email list and sell a tiny offer on the thank you page.

## **Takeaways:**

This stop motion ad showed the different articles included in the bundle in a new and unique way.

Trying new and unexpected styles will often stop the scroll and therefore, pay off because more people will click on the ad to see the landing page!

**Language Arts Teachers**  
Published by Jenzaia DiMartile · January 2 at 9:11 PM · 🌐

Want to skip the 'Sunday Scaries' and not worry about planning another Monday for a whole month?

I created a **FREE** no prep bundle for the middle school ELA classroom that includes a whole month's worth of non-fiction articles celebrating cultural diversity. 🙌

**Each article includes...**

- ★ One page of easy, accessible reading for struggling students.
- ★ 4 standards-based questions for simple teaching AND deep discussion.
- ★ Teacher answer key so you're never feeling stuck.

🎁 **BONUS** 🙌 This resource is **PERFECT** for both the in-person and online classroom.

Grab your **FREE** bundle of articles here >>> <https://languageartsteachers.lpages.co/articles.../>

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## 4 NONFICTION ARTICLES

**Celebrating Cultural Diversity & Achievement**

**Middle School ELA Resource Bundle - For Grades 6, 7, 8**

LANGUAGEARTSTEACHERS.LPAGES.CO

**[ FREE ] Article Bundle for Middle School ELA!**

Ditch the social media overwhelm and make it simple again with brilliant s...

[Learn more](#)

11 2 Shares

# Case Study #2

## Details:

Free Download -- List Builder  
\$0.64/Lead

**ICA:** SLPs in private practice

## Strategy:

To grow her email list with these 5 free templates. She also had a bigger bundle of templates for sale on the thank you page

## Takeaways:

Video ads are a great way to stop the scroll as they are more engaging in the newsfeed.

This video ad showed the different ways the templates could be altered to suit the brand.

Templates are an excellent lead magnet as they will save the downloader time and can be easily used.

**Therapy Marketing Kit**  
Published by Jenzaia DiMartile · January 6 ·

🌟 **FREE DEVELOPMENTAL MILESTONE TEMPLATES FOR SLPs**

Feel confident educating your audience with professional & easily brandable templates created by an SLP for SLPs.

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Like Comment Share

Comment as Therapy Marketing Kit

# Case Study #3

## Details

List Building for a Launch

\$0.39/page view

**ICA:** Primary French Teachers

## Strategy:

To build her email list in anticipation of an upcoming launch

## Takeaways:

Using product mockups is a great way to show exactly what new subscribers will get when signing up.

Product mockups stop the scroll because they look more organic in the news feed and teachers will be attracted to the activities.



# Quarter One's Top Tips

## **Tip #1 - Consistency is key**

In the long run, consistently showing up with your long-form content and building relationships will take your business to the next level.

*Team JD recommendation* → Commit to putting out high-quality content every single week.

## **Tip #2 - Honour your people where they are**

It takes 7-15 brand touchpoints before someone is ready to buy from you, so from first encounter to loyal raving fan, we need to be creating content that nurtures the relationships.

*Team JD recommendation* → Create content for people who are at all different phases of the buying cycle.

## **Tip #3 - Market research is SO important**

No one seems to like doing it, but market research will keep your messaging on point and ensure you're speaking DIRECTLY to your people!

*Team JD recommendation* → Put out 3-5 IG polls every week OR jump on a few coffee chats each month with your audience members.

*Love what you're seeing?*

Set up your ad audiences  
with confidence and learn  
more about Team JD!

Book your

**FREE AUDIENCE**

**AUDIT CALL**

today!



**BOOK NOW**