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**\$67,000 SALES**

**794% ROI**

**Client:** Fuego Shoes

**Niche:** Ecommerce Store

**Service:** Facebook Ads

**Result:** \$67,000.90 Sales, 794% ROI, \$58,562.50 Profit

**Date:** 1 February 2020 - 29 February 2020

**Timeline:** 1 Month

## **Context**

Fuego Shoes is an ecommerce company that sells trainers with a cool twist. Fuego Shoes' founder created a trainer that had spinners in the soles to allow dancers to twist and turn while dancing. This meant that dancers no longer had to carry separate shoes for day to day and dancing!

They had only run a few ads before to a very specific niche, so the business was pretty much new to Facebook and needed help reaching a wider audience.

The main problem was that the owner had tried to run ads himself and although he could get a good ROAS at small advertisement spend levels

(\$500), he found that he was fatiguing his audiences very quickly and was struggling to get consistent results above small ad spend.

After speaking to a range of different agencies and freelancers, Fuego Shoes could see that we were the ones to help him and the results we are achieving prove this. In fact, in his first month of working with us, he actually sold out of stock!

## **Strategy**

Although we had identified 3 separate personas who we felt would be our ideal customer, our strategy was to start off with our core audience first and focus entirely on the US market. We would first test out the results then scale quickly.

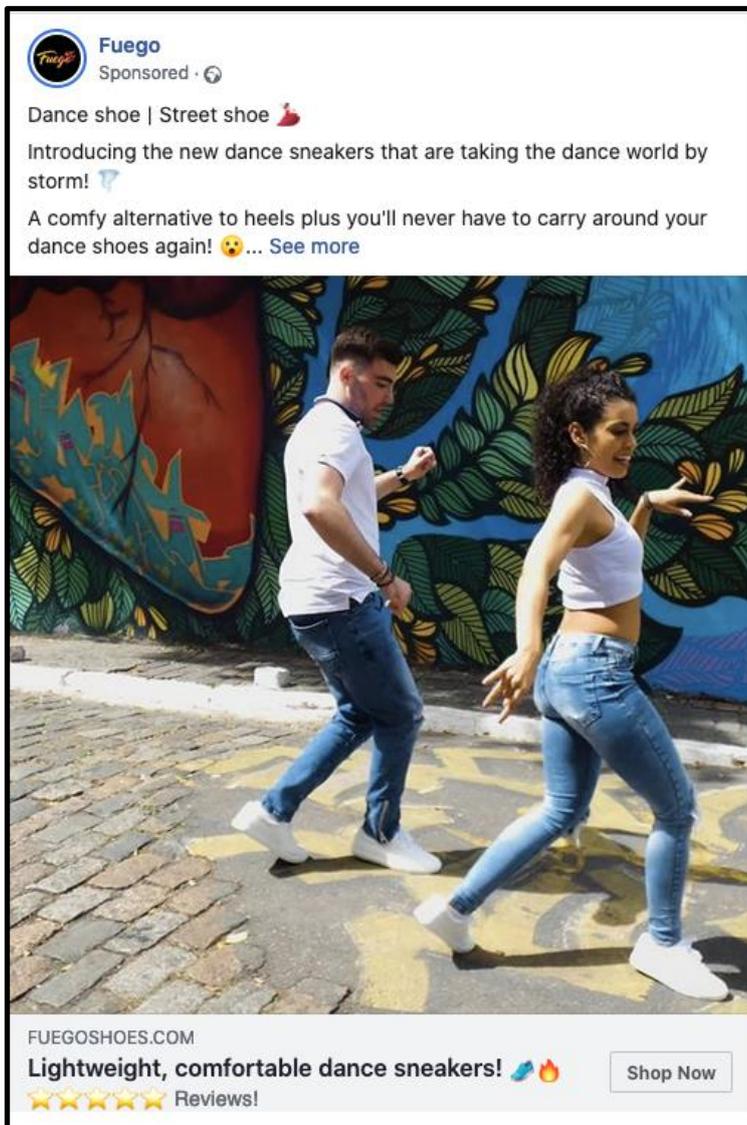
Our top of funnel was based around driving cold traffic and testing new customer based and internet-based audiences to see which provide the best results. We used a multi touch strategy to take prospects on a journey until they become paying customers.

Our middle of funnel strategy was to send potential customers to a range of blogs regarding Fuego Shoes. These adverts were used to target anyone who had engaged with our top of funnel ads in some way, shape or form within 7 days to keep them engaged with the brand and educate prospects further.

The bottom of funnel strategy was to target anyone who viewed content or added to cart in a set period of time and provide a 10% discount as a sweetener to come back and purchase.

Their website was pretty optimized already and in a decent state, which meant that we didn't have to create them a complex funnel in this case. It was already converting well.

# Ads

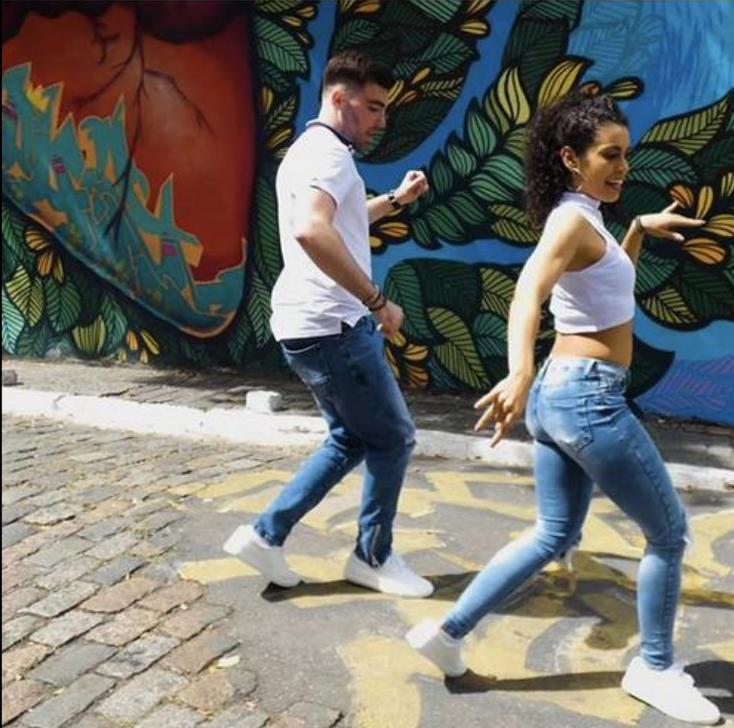


**Fuego** Sponsored · 🌐

Dance shoe | Street shoe 🕺

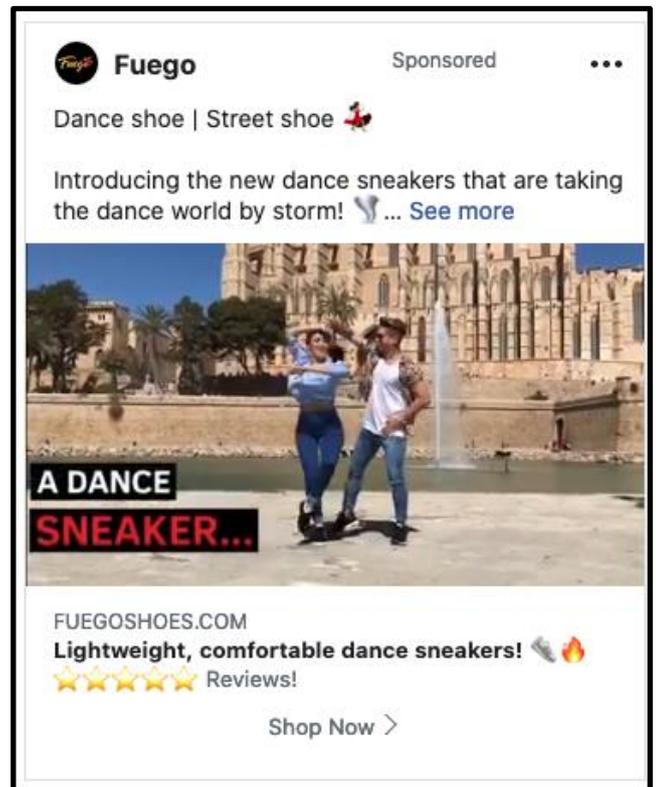
Introducing the new dance sneakers that are taking the dance world by storm! 🕺

A comfy alternative to heels plus you'll never have to carry around your dance shoes again! 😊... See more



FUEGOSHoes.COM  
**Lightweight, comfortable dance sneakers!** 🔥  
★★★★★ Reviews!

Shop Now



**Fuego** Sponsored ...

Dance shoe | Street shoe 🕺

Introducing the new dance sneakers that are taking the dance world by storm! 🕺... See more



**A DANCE SNEAKER...**

FUEGOSHoes.COM  
**Lightweight, comfortable dance sneakers!** 🔥  
★★★★★ Reviews!

Shop Now >

Here are two samples of the ads we used. We tested out different copy with different images, video and carousels. This is very important.

What was also important was to make sure our copywriting was in line with their brand identity. As our potential customers would be avid dancers, it was important that our copywriters became familiar with the words that their audience would resonate with.

We always make sure that our writing matches the company we are writing for. It's never a one size fits all approach.

## Campaign Results

Fuego Shoes Try the new version of Ads Manager Updated just now Discard Drafts Review and publish

Search Filters + Add filters to narrow the data that you are seeing. Last month: 1 Feb 2020 - 29 Feb 2020 Note: Does not include today's data

Account overview Campaigns Ad sets 1 selected Ads 1 selected

+ Create Duplicate Edit A/B test More Rules

View Setup Columns: Custom Breakdown Reports

Campaign name	Amount spent	Results	Reach	Impression	Cost per result	Link clicks	Purchase ROAS (return on)	Website purchase ROAS	Purchases Conversion Value
<input checked="" type="checkbox"/> HR_TOF_US - V2	\$6,140.87	374 Purch...	633,359	984,421	\$16.42 Per Purc...	23,244	6.01	6.01	\$36,894.916
<input checked="" type="checkbox"/> HR_MOF_US_LC - V2	\$164.89	832 Link Cl...	7,880	18,305	\$0.20 Per link c...	832	9.27	9.27	\$1,528.60
<input checked="" type="checkbox"/> HR_BOF_ALL - V2	\$2,132.64	297 Purch...	7,386	180,212	\$7.18 Per Purc...	1,203	13.4	13.4	\$28,577.38
<input checked="" type="checkbox"/> PL_AD BASE_DON'T LAUNCH	\$0.00	— Purch...	—	—	— Per Purc...	—	—	—	\$0.00
<input checked="" type="checkbox"/> HR_BOF_CONV	\$0.00	— Purch...	—	—	— Per Purc...	—	—	—	\$0.00
> Results from 64 campaigns	<b>\$8,438.40</b> Total Spent	—	<b>648,625</b> People	<b>1,182,938</b> Total	—	<b>25,279</b> Total	<b>7.94</b> Average	<b>7.94</b> Average	<b>\$67,000.90</b> Total

The above shows the results we achieved working with this client over the span of 1 month. As you can see, we achieved a 7.94x return from the money they put in! Huge win, considering they were quite new to Facebook!

- *\$67,000.90 Sales*
- *\$8,438.40 Advertisement Spend*
- *650+ Purchases*
- *\$58,562.50 Profit*
- *794% Return On Investment (ROI)*

# \$67,000 SALES

# 794% ROI