

Budget Blinds Franchise Surges Ahead with **6.3x ROAS** on Facebook Ads

A Budget Blinds franchise in the Pacific Rockies region aimed to increase its market presence and sales through a targeted Facebook Ads campaign.

The franchise, known for providing custom window coverings and exceptional customer service, wanted to leverage social media to enhance its marketing efforts.



The Challenge

The franchisee sought a higher return on investment (ROI) by leveraging Facebook Ads.

They partnered with AdMax Local to harness the power of paid social advertising, aiming to supplement their existing marketing channels with a more robust digital strategy.



The Strategy

AdMax Local's approach combined historical campaign data with insights from Budget Blinds' global pixel.

This strategy involved identifying and targeting the most relevant audience segments, utilizing compelling ad copy and creative that resonated with the local market, and continuously optimizing the campaign based on performance metrics.



AdMax Local implemented a comprehensive execution plan to ensure the campaign's success. This included several key steps:

- **Audience Targeting:** Leveraging data from past campaigns and the global Budget Blinds pixel, AdMax Local identified key demographic segments within the Pacific Rockies region. This included homeowners aged 35-65 interested in home improvement, interior design, and DIY projects.
- **Ad Creative Development:** The ads featured high-quality visuals of Budget Blinds products in real home settings, combined with engaging copy highlighting unique value propositions such as custom solutions, free consultations, and local expertise. Seasonal promotions and limited-time offers were also emphasized to create a sense of urgency.
- **Ad Placement and Budget Allocation:** AdMax Local strategically placed ads across Facebook's news feed, stories, and marketplace to maximize visibility. A mix of carousel, video, and static image ads was used to capture the audience's attention. The budget was allocated dynamically based on ad performance, with higher-performing ads receiving more investment.
- **Continuous Optimization:** The campaign was monitored daily, and adjustments to targeting, ad creatives, and placements were made based on real-time performance data. This included A/B testing different ad variations to identify the most effective combinations.
- **Local Engagement:** AdMax Local utilized locally relevant messaging and creatives that resonated with the Pacific Rockies audience. This personalized approach helped to increase engagement and conversion rates.



The Results

The Facebook Ads campaign yielded impressive results for the Budget Blinds franchise in the Pacific Rockies region. The campaign achieved a 6.3x return on ad spend (ROAS), demonstrating its effectiveness in generating revenue directly attributable to the ads. Additionally, when including all associated fees, the campaign delivered a 4.4x return on investment (ROI), underscoring the overall profitability of the marketing investment.

“I think AML does the best job for Facebook Ads. In a year, 44% of leads converted to appts, and 42 % of the appointments converted to sales.”

– Pacific Rockies Budget Blinds Marketing Manager



The Conclusion

The Facebook Ads campaign executed by AdMax Local for the Budget Blinds franchise in the Pacific Rockies region is a compelling example of the power of targeted social media advertising.

The campaign met and exceeded the client's expectations through data-driven strategies and continuous optimization, driving substantial growth and a strong return on investment.

This success story highlights the value of partnering with experienced marketing professionals to navigate the complexities of digital advertising and achieve business goals.