

# **CASE STUDY- LEAD GENERATION**

---

# INDEPENDENCE BREWING CO.

## About the client

A pub brewery for India offering a comprehensive variety of gourmet, craft beers across numerous global brew styles. We strive to provide beer connoisseurs the freedom of choice; the ability to choose one of the numerous premium hand-crafted brews in an environment fostering the global craft brew experience.

---

## CURRENT PLACEMENT:

IBC has its production facilities at the Mundhwa branch, which is also where the head office and their flagship brewery are situated. The brand has establishments situated across two cities, Pune and Mumbai.



## OBJECTIVE:

The primary objective was to increase the sales for their newly launched Growlers along with the below goals:

- 🍺 Highlighting the premium quality of the brand.
  - 🍺 Enticing the target audience.
  - 🍺 Creating a hype to attract potential buyers.
  - 🍺 Reaching the secondary audience at the optimal time.
  - 🍺 Having the maximum amount of people engage with the Ad.
- 

## STRATEGY:

- 🍺 A detailed study of the target audience was conducted prior to the Ad.
- 🍺 The Ad was scheduled to run on days when people were most likely to order.
- 🍺 We created a niche audience based on their interests and behaviour. This ensured that only interested users would see the Ad.
- 🍺 A meticulous tracking and optimization method was followed while the Ad was running.

## PLACEMENTS:

To get the maximum number of results we used the following placements:

1. Facebook News Feed
2. Facebook Marketplace
3. Instagram Feed
4. Instagram Stories
5. Facebook Stories
6. Messenger Stories
7. Facebook Search Results

## TARGET AUDIENCE:

### Target Audience:

Age: 25 - 40 years (Facebook & Instagram)

### Interests & Behaviour:

Based on their current audience and the demographic we believed they should be targeting, we created a custom target audience for the clients' ads and targets.

### Locations:

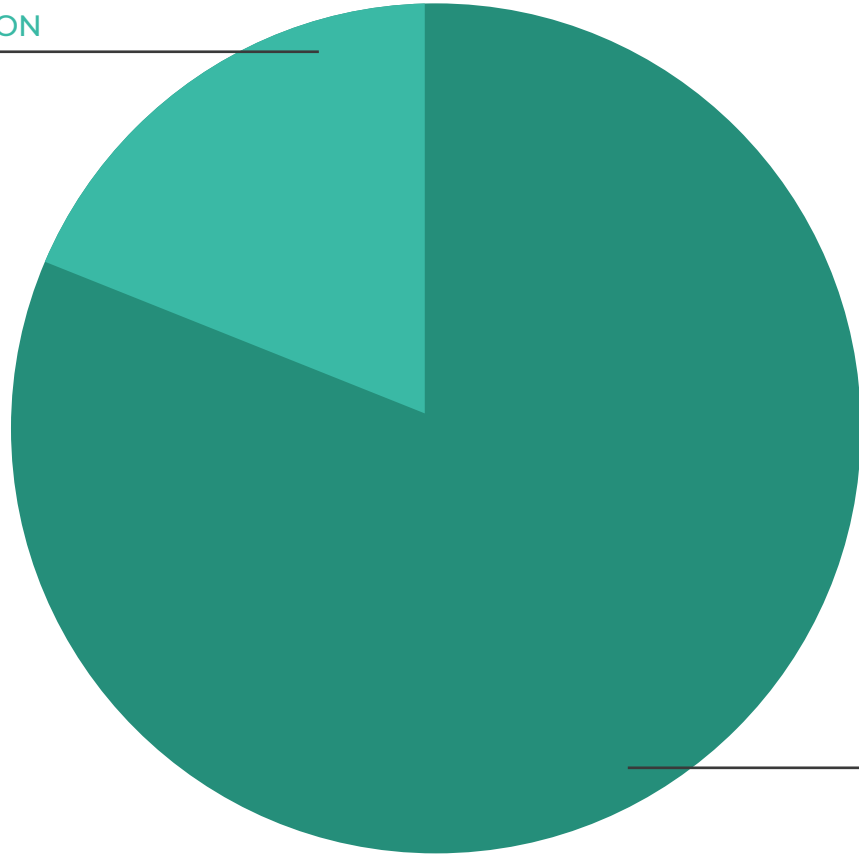
We targeted the most relevant locations based on the demographic in the area, the hotspots of the city and areas close to their outlets. A detailed location list was provided to the client.



## BUDGET ALLOCATION:

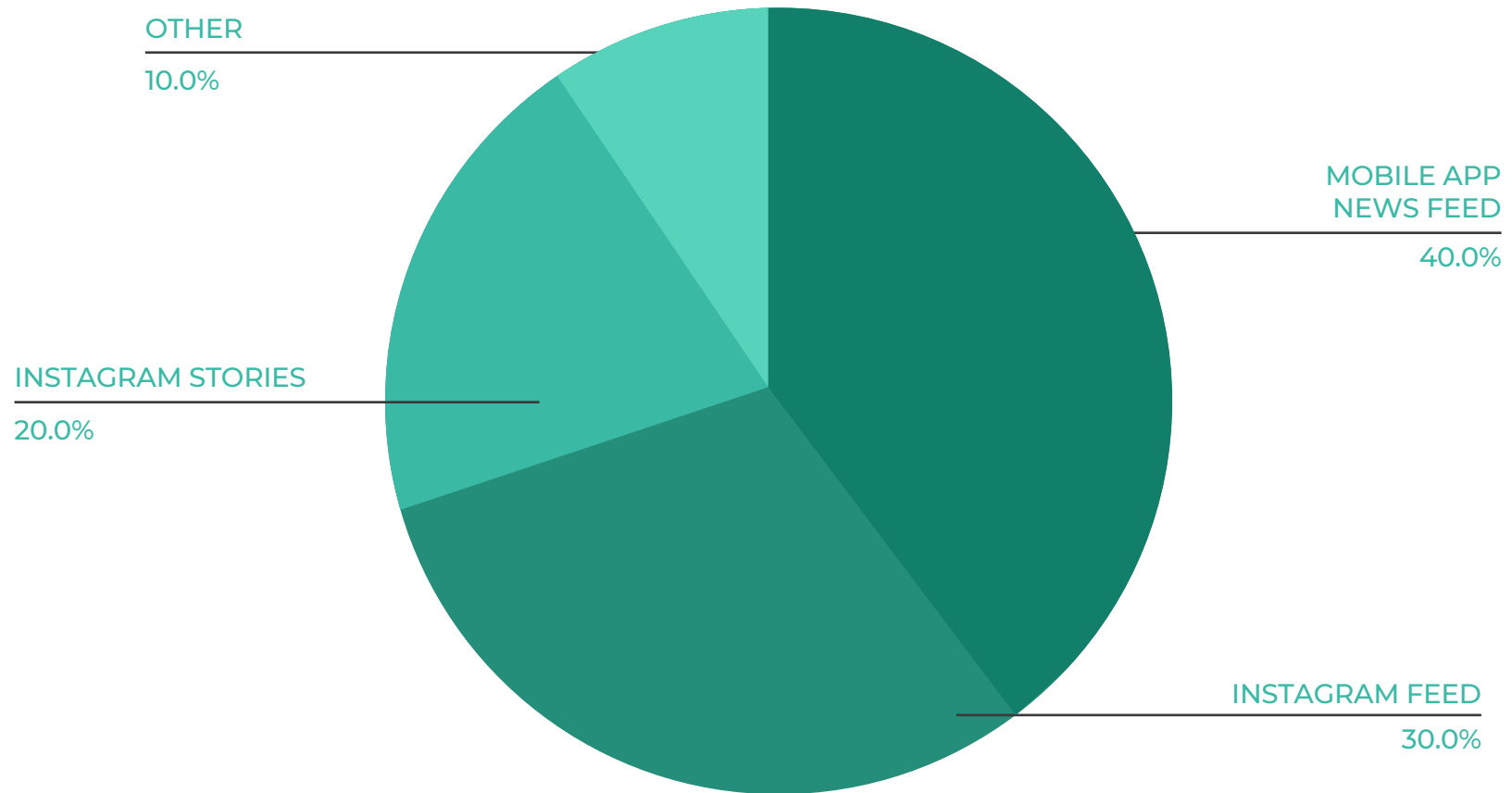
**Target:** Maximising Sales  
**Total Ad Spent:** 15,836.30  
**Duration:** 13 Days

LEAD GENERATION  
18.4%



MESSANGER ADS  
81.6%

## TOP PERFORMING PLACEMENTS:



# FACEBOOK MESSENGER AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

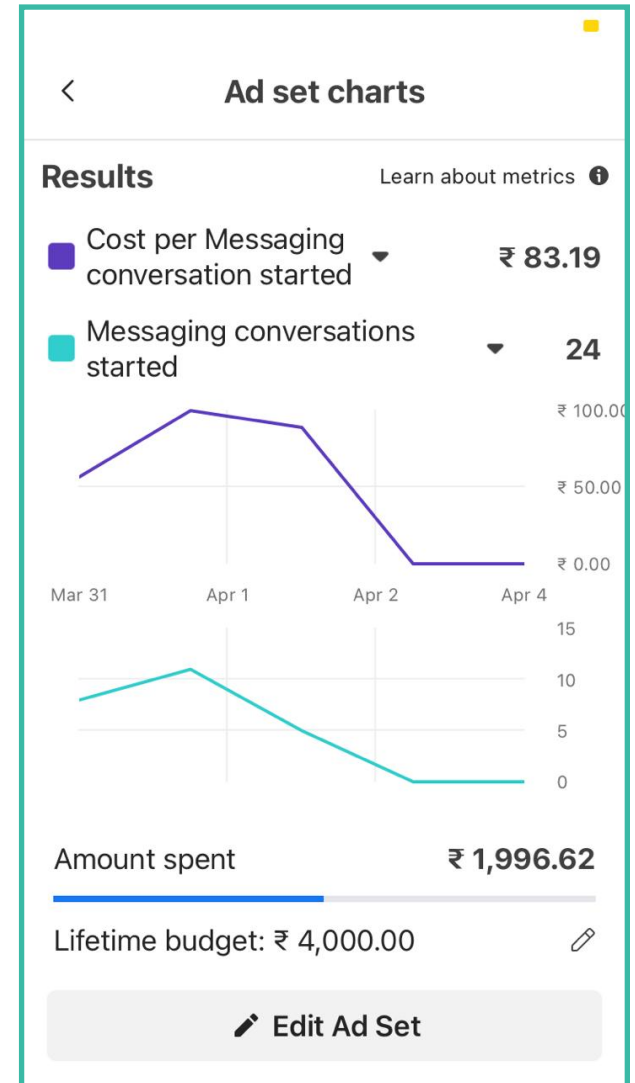
Facebook and Instagram

### Ad Spent:

Rs. 1,996.62

### Ad Type:

Facebook Messenger



# FACEBOOK MESSENGER AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

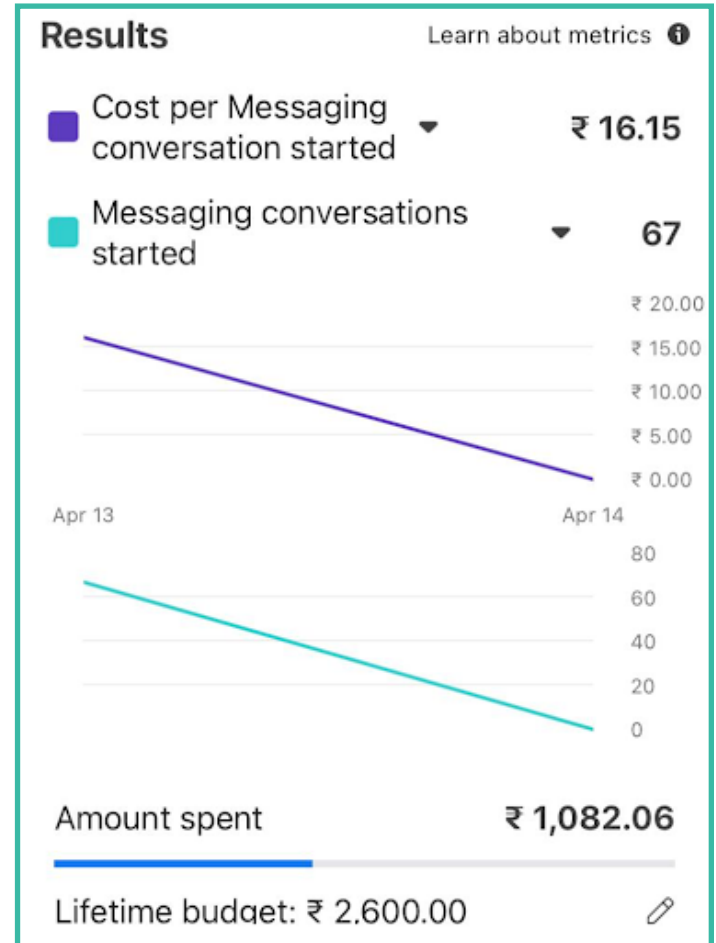
Facebook and Instagram

### Ad Spent:

Rs. 1,086.06

### Ad Type:

Facebook Messenger





# FACEBOOK MESSENGER AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

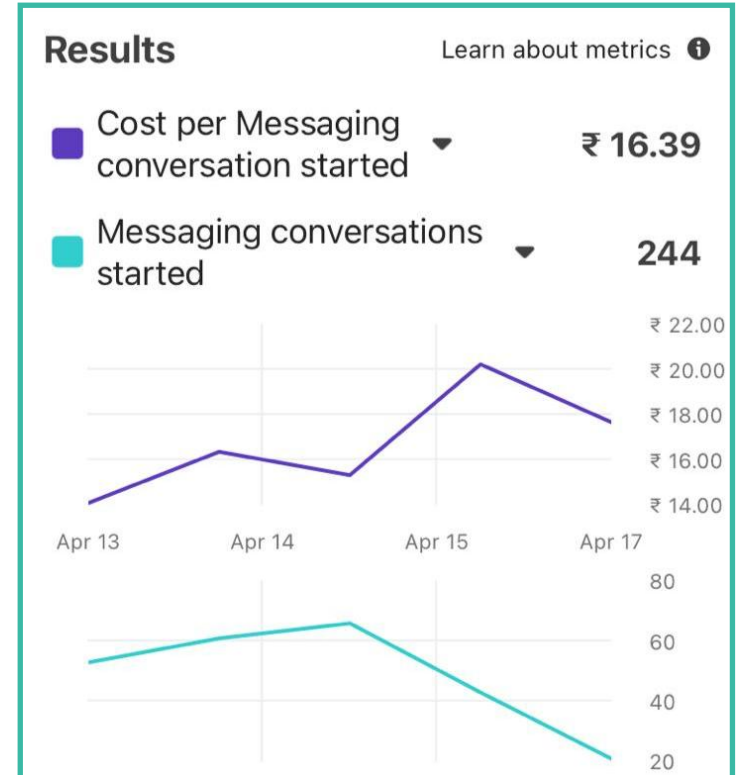
Facebook and Instagram

### Ad Spent:

Rs. 4,000

### Ad Type:

Facebook Messenger



# FACEBOOK MESSENGER AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

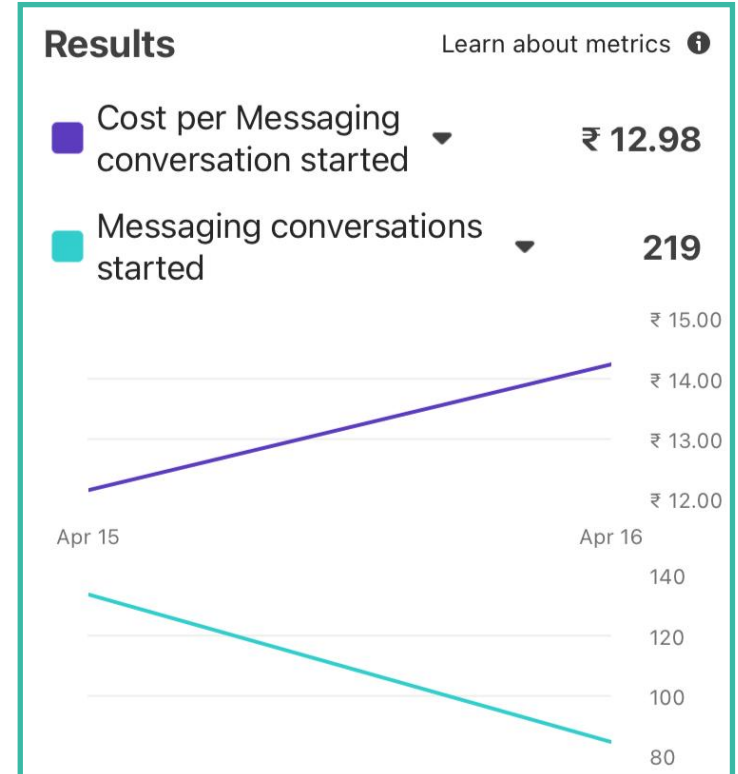
Facebook and Instagram

### Ad Spent:

Rs. 2,842.46

### Ad Type:

Facebook Messenger



# LEAD GENERATION AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

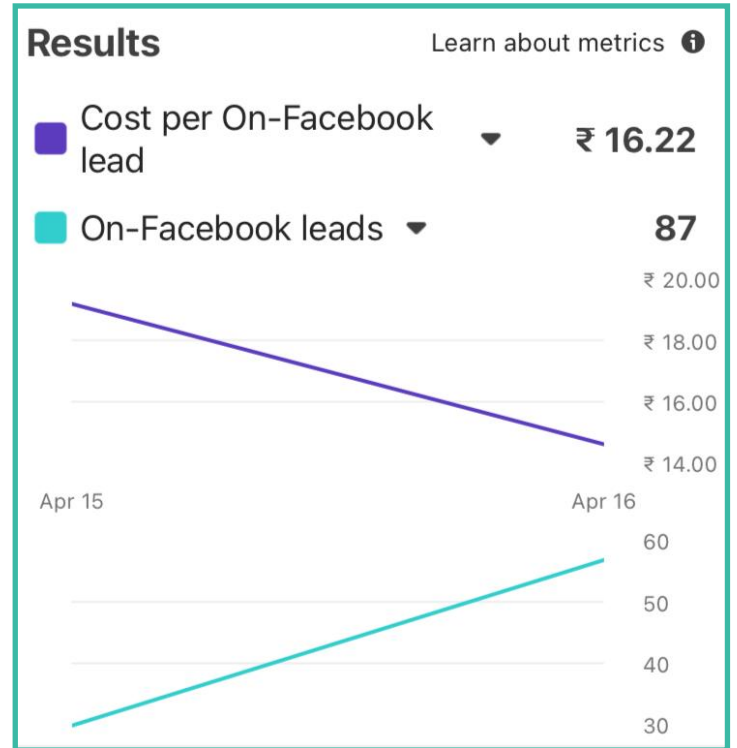
Facebook and Instagram

### Ad Spent:

Rs. 1,411.16

### Ad Type:

Lead Generation



# FACEBOOK MESSENGER AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

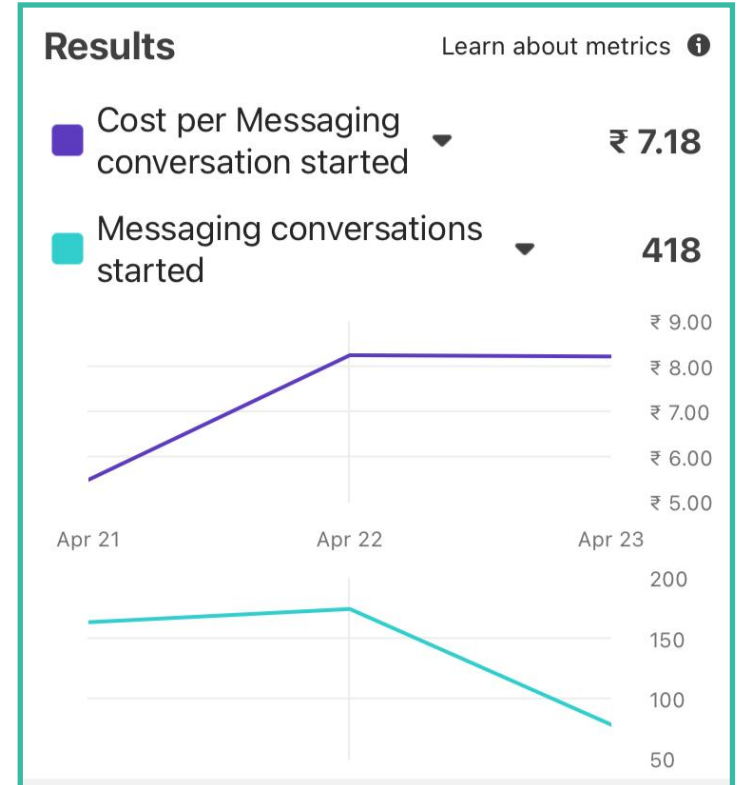
Facebook and Instagram

### Ad Spent:

Rs. 3,000

### Ad Type:

Facebook Messenger



# LEAD GENERATION AD

## SUMMARY

### Platforms:

Facebook and Instagram

### Placement:

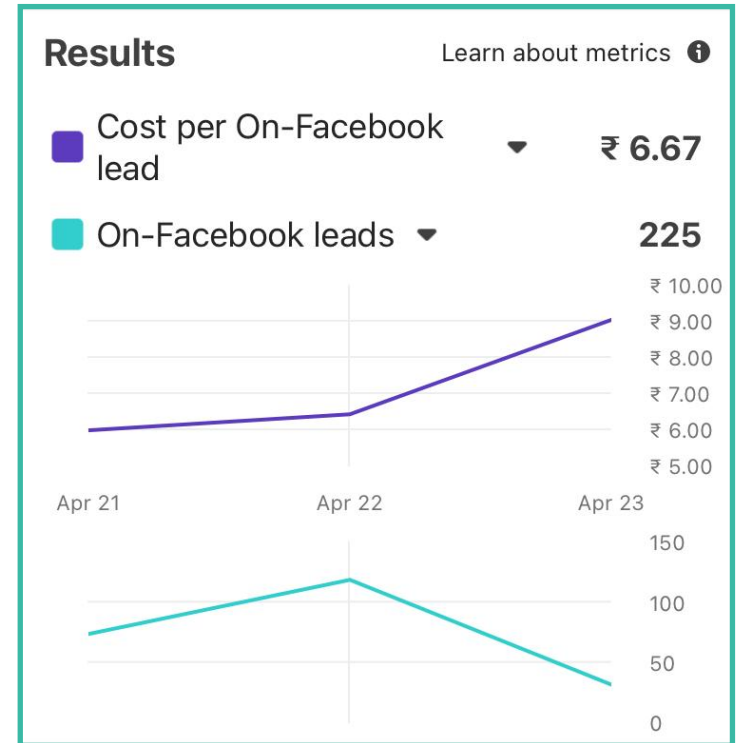
Facebook and Instagram

### Ad Spent:

Rs. 1,500

### Ad Type:

Lead Generation



## RESULTS:

AD TYPE	TOTAL REACH	TOTAL LEADS/ CONVERSATIONS	TOTAL IMPRESSIONS	COST PER RESULT	TOTAL SPENT
Lead Generation	6,932	24	12,587	83.19	1,996.62
Facebook Messenger	5,024	67	5,582	16.21	1,086.06
Facebook Messenger	25,738	244	42,045	16.39	4,000
Facebook Messenger	15,317	219	24,161	12.98	2,842.46
Lead Generation	10,288	87	12,358	16.22	1,411.16
Facebook Messenger	18,004	418	30,104	7.18	3,000
Lead Generation	13,740	225	18,764	6.67	1,500

socio loca  
WHO'S TELLING YOUR STORY?



+971 55 63 24245



[www.socioloca.ae](http://www.socioloca.ae)



[contactus@socioloca.com](mailto:contactus@socioloca.com)



SocioLoca



@SocioLoca



@socio\_loca