



MARKETING **DIGITAL** **PORTFOLIO**

Case Studies & Success Stories



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Elevating Brands Through Impactful Social Media Advertising

At **Grey Concept Box**, we specialize in creating powerful social media advertising campaigns that drive measurable results. Our portfolio showcases the successful journeys of our clients, illustrating how our strategic approach and creative solutions have led to significant business growth.

Inside Our Portfolio

- **Diverse Campaigns:** A showcase of our work across various industries, highlighting our ability to tailor strategies to meet unique market needs.
- **Data-Driven Insights:** Detailed analytics demonstrating the effectiveness of our campaigns and the value we bring to our clients.
- **Creative Innovation:** A collection of our most engaging and visually compelling ads that capture and retain audience attention.
- **Client Testimonials:** Stories from our clients on how our advertising efforts have contributed to their success.

Our Mission

We are committed to helping brands achieve their marketing goals through innovative social media advertising. Our team continuously explores new trends and techniques to ensure our clients stay ahead in the digital space. Thank you for exploring our portfolio. We look forward to helping you achieve your brand's goals.

Case Studies

OVERVIEW

1 Planet Aluminium

- ▶ **Objective:** Establish a strong social media presence and generate leads.
- ▶ **Challenge:** Minimal online presence and need for a structured digital marketing strategy.
- ▶ **Strategy:**
 - Set up and optimized social media profiles.
 - Developed targeted content and ads for homeowners, architects, and contractors.
 - Implemented continuous optimization through A/B testing.
- ▶ **Results:**
 - Generated an average of 200 leads per month for aluminium products.
 - Additional 250 leads per month for other services (flooring, bathrooms, etc.).
 - Significant growth in online presence and engagement, with high ROI from cost-effective advertising.

Case Studies OVERVIEW

2 S. Waterproofing

- ▶ **Objective:** Increase brand awareness and generate leads in a competitive market.
- ▶ **Challenge:** Low brand visibility and differentiation challenges in a crowded market.
- ▶ **Strategy:**
 - Produced educational content highlighting the benefits of waterproofing solutions.
 - Launched targeted ad campaigns focusing on problem-solving and customer testimonials.
 - Leveraged seasonal promotions to create urgency.
- ▶ **Results:**
 - Consistently generated over 250 leads per month.
 - Increased website traffic and social media engagement.
 - Established a strong market presence as a trusted expert.



Case Studies

OVERVIEW

3 **Galleries Fokeerbux**

- ▶ **Objective:** Drive in-store traffic and enhance online sales.
- ▶ **Challenge:** Attracting both in-store and online customers in a local retail setting.
- ▶ **Strategy:**
 - Created visually appealing ads promoting exclusive deals and new products.
 - Used geo-targeted ads for local shoppers and promoted online shopping for wider reach.
 - Integrated social media campaigns with email marketing.
- ▶ **Results:**
 - Over 200 leads generated monthly, significantly boosting in-store and online sales.
 - Increased foot traffic during promotional periods and improved online customer engagement.
 - Achieved strong return on ad spend (ROAS) by effectively targeting audiences.

DETAILED Case Studies

► Island Sofa Campaign

Campaign Name:

Island Sofa -
Messaging -
10.02

Results:

83

Messaging
Conversations
Started

Cost per Result:

\$0.24

Amount Spent:

\$20.00

► Overview:

The Island Sofa campaign aimed to engage customers with a specific focus on messaging. With a low cost per result of **\$0.24**, this campaign successfully generated **83 conversations**, highlighting our ability to optimize ad spend and maximize engagement.

DETAILED Case Studies

► Planet Home Decor Campaigns

Sub-Campaign 1:

Planet Home
Decor - SPC -
Messaging -
17.08.23 - 15
USD

Results:

49

Messaging
Conversations
Started

Cost per Result:

\$0.27

Amount Spent:

\$13.32

► Overview:

This campaign focused on specific product promotions. The results demonstrate our ability to maintain a low cost per result while driving significant engagement.

Sub-Campaign 1:

Planet Home
Decor - SPC -
Messaging -
12.12.23

Results:

103

Messaging
Conversations
Started

Cost per Result:

\$0.29

Amount Spent:

\$30.00

► Overview:

This campaign achieved over 100 conversations at a cost of just \$0.29 per result, demonstrating our efficiency in generating leads.

DETAILED Case Studies

► Sanju Messaging Campaigns

Sub-Campaign 1:

Sanju -
Messaging -
11.12.23

Results:

49

Messaging
Conversations
Started

Cost per Result:

\$0.82

Amount Spent:

\$40.00

► Overview:

This campaign showed a moderate cost per result while generating a substantial number of conversations

Sub-Campaign 1:

: Sanju -
Messaging -
04.02.23

Results:

87

Messaging
Conversations
Started

Cost per Result:

\$0.57

Amount Spent:

\$50.00

► Overview:

This campaign successfully generated 87 conversations at a cost of \$0.57 per result.

PERFORMANCE

Metrics Summary



► Campaign Name

	Results	Cost per Result	Amount Spent
Island Sofa - Messaging - 10.02	82	\$0.24	\$20.00
P lanet Home Decor - SPC - Messaging - 17.08.23	49	\$0.27	\$13.32
Planet Home Decor - SPC - Messaging - 12.12.23	103	\$0.29	\$30.00
Sanju - Messaging - 11.12.23	49	\$0.82	\$40.00
Sanju - Messaging - 04.02.23	87	\$0.57	\$50.00
Sanju - Messaging - 05.03.23 - Copy 3	89	\$1.24	\$110.00

Key Insights

1. Low Cost per Result Campaigns:

- ▶ The Island Sofa campaign achieved an outstanding cost per result of \$0.24.
- ▶ Planet Home Decor campaigns consistently performed well, maintaining costs below \$0.30 per result.

2. High Engagement Campaigns:

- ▶ The Island Sofa campaign achieved an outstanding cost per result of \$0.24.
- ▶ Planet Home Decor campaigns consistently performed well, maintaining costs below \$0.30 per result.

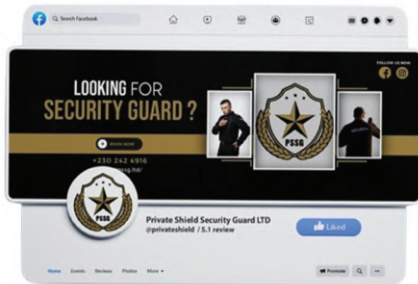
3. Optimization Opportunities:

- ▶ Continuous monitoring and tweaking of campaigns are crucial to improving performance.
- ▶ Our data-driven approach ensures that we identify and act on optimization opportunities promptly.



GLIMPSE OF OUR WORK

"From Concept to Creation:
A Portfolio of our Cover Designs"





"From Concept to Creation: A Portfolio of our Cover Designs"



GLIMPSE
OF OUR WORK





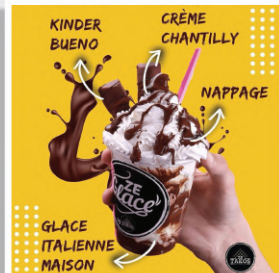
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Model	Price	Model	Price	Model	Price
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Alfa Romeo 159	200,000	Alfa Romeo 159	200,000	Alfa Romeo 159	200,000
Alfa Romeo 159	200,000	Alfa Romeo 159	200,000	Alfa Romeo 159	200,000
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Alfa Romeo 159	200,000	Alfa Romeo 159	200,000	Alfa Romeo 159	200,000

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SOME OF OUR
CLIENTS

CONTACT DETAILS

Let's grow your business together

- At **Grey Concept Box**, we pride ourselves on our ability to deliver impactful digital marketing campaigns. Our proven track record of generating leads and driving customer engagement through targeted ads speaks for itself. We look forward to partnering with you to achieve similar success for your business.



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Grey Concept Box



GREY
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THANK
YOU

