

Case Study

Holiday Marketing Case Study

Meta Ads for Small Businesses

Make It Memorable



Overview

This case study examines a holiday retargeting campaign designed to help small business owners cut through seasonal noise with clear messaging, simple creative, and a modest budget. Rather than chasing trends or relying on video-heavy formats, the campaign focused on relevance, calm visuals, and audience alignment.

The Creative Concept

The campaign centered around a single, high-impact static image — intentionally simple and scroll-stopping during the busiest marketing season of the year.

Core message:

“Holiday marketing that doesn’t drain your time or your budget.”

The visual featured holiday glitter spilling toward a drain — a metaphor for wasted time, money, and energy. Paired with a clear promise, the creative resonated immediately with overwhelmed business owners.

No motion graphics. No reels. Just clarity.

This static version outperformed all other fall campaigns, including video-based ads, delivering the highest click-through rate.

Campaign Snapshot

- **Campaign type:** Retargeting
- **Dates:** Nov 25 – Dec 4
- **Objective:** Traffic → landing page views
- **Ad format:** Single static image
- **Primary platforms:** Facebook & Instagram

Results:

- Impressions: 4,168
- Reach: 3,958
- Landing page views: 110
- Click-through rate: 3.12%
- Unique CTR: 3.26%
- Frequency: 1.05



Who Engaged With the Ad

Demographic data revealed a clear and valuable pattern:

- Strongest engagement from **women 55+**, followed by **women 45–54**
- Men 55+ also engaged meaningfully
- Instagram delivered higher-intent clicks than Facebook
- Static creative outperformed motion-based placements
- The calm, clean aesthetic aligned well with this audience’s browsing behavior

This reinforced an important insight: older decision-makers are not disengaged — they simply respond better to thoughtful, uncluttered creative.

How People Visited the Landing Page

Website analytics showed a predictable and strategic behavior shift:

- **October:** 85% mobile
- **November:** 78% mobile
- **December:** 60% mobile

Cold audiences typically discover content on mobile. Warm audiences — especially business owners — often return later on desktop when ready to evaluate or decide. The December shift reflected increased intent driven by retargeting.

What This Proves

This campaign wasn't about virality. It was about learning what works.

Key takeaways:

- A large budget isn't required for meaningful results
- Clear messaging drives higher-intent engagement
- Audience alignment keeps costs efficient
- Instagram is a strong platform for the 45+ demographic
- Simple creative can outperform complexity
- Data-backed insights remove guesswork from marketing decisions

Most small business owners don't need complicated ads — they need clear messaging, clean visuals, and campaigns built around how people actually scroll and make decisions.

Final Takeaway

This case study demonstrates how thoughtful creative, paired with strategic retargeting, can deliver strong results — even during the most crowded marketing season of the year.

Clarity beats complexity.

Prepared by: Make It Memorable

Service focus: Paid Meta Ads • Audience Targeting • Holiday Messaging

