

# Case Study

## Small Budget, Big Visibility Wins Meta Ads for Service-Based Small Businesses

*Make It Memorable*



### Overview

To demonstrate how small budgets can still deliver meaningful outcomes, I ran a series of Meta ads promoting my own consulting and visibility services. The goal was simple: **show small businesses that clear messaging + smart targeting can outperform big-budget “agency-style” ads**

### Objective

Increase visibility, drive traffic to my services pages, and encourage free consult bookings — all through warm, human-centered static image ads.

## Strategy

I used relatable, pain-point-driven static ads designed around real small-business struggles:

- “Holiday Time & Money Going Down the Drain”
- “Buried Under Marketing Tasks”
- “Evergreen Skeleton — Don’t Let Your Marketing Die”
- “Book a Free Consult” (Calendar & Presents versions)
- “Let Me Help” (simple, friendly green static ad)

These ads were shown to adults 25+, Texas-based small business owners, and warm retargeting audiences.

## Budget & Timeline

- **Total Spend:** \$330
- **Duration:** Oct 1 – Dec 6
- **Ad Types:** Primarily static images, with limited Reel testing

## Results

- **1,031 unique clickers**
- **990 link clicks**
- **Weighted CTR: ~1.42%** (~2× higher than typical SMB benchmarks)
- **Average cost per result: \$0.29**
- **Static ads delivered 92% of all performance**

## Top-Performing Creatives

- **Holiday Time & Money** → 3.68% CTR
- **Book Free Consult (Reel)** → 5.39% CTR
- **Book Free Consult (Static)** → 1.53–1.59% CTR
- **Evergreen Skeleton** → 1.53% CTR



## Why This Worked

These ads focused on *clear, human messaging* rather than flashy production. When visuals feel approachable and honest, they resonate more deeply with real small-business owners.

## Takeaway For Small Businesses

If I can generate over 1,000 website interactions on a \$330 budget, imagine what a consistent, friendly, visibility-first strategy could do for your business.