



Paid Live **Campaign** **Case Study**

Follower Acquisition Campaign for a
Small-Business Digital Marketing Brand.
www.digibuddy360.com

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1. Executive Summary

DigiBuddy360 is a digital marketing brand focused on helping small businesses improve their online presence through SEO, Meta Ads, Google Ads, WordPress and practical marketing advice. Two small paid campaigns were previously used to generate profile visits and grow followers. The campaigns produced substantial profile traffic, but follower growth was limited. This case study converts those learnings into a more disciplined paid campaign.

Campaign objective

- Attract relevant Instagram visitors who are interested in small-business growth.
- Improve profile-visit-to-follow conversion.
- Test SEO, Meta Ads and AI-for-Business content angles.
- Create a repeatable testing and reporting process.

2. Previous Campaign Baseline

Campaigns

M Digibuddy360 (14757039...

100 Opportunity score

Updated just now

Review and publish

All ads

Active ads

Actions

Had delivery

+ See more

Create a view

Describe what you're looking for

Campaigns

Ad sets

Ads

Last 30 days: 17 Aug 2026 - 15 Sep 2026

+ Create

Duplicate

Edit

Analyse

A/B test

More

Columns: Performance

Breakdown

☐	Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressi
☐	☒	Engagent-Insta and FB-Kerala and Tamilnadu	Completed		540 Profile and Page visits	₹0.56 Cost per visit	Using ad set bu...	₹299.91	
☐	☒	Instagram Followers KLM and TVM	Completed		269 Instagram profile visits	₹0.89 Cost per Instagram pr...	Using ad set bu...	₹239.58	

Campaign	Audience	Spend	Profile visits	Cost / visit
Campaign 1	Kollam + Trivandrum	₹239.58	269	₹0.89
Campaign 2	Kerala + Tamil Nadu	₹299.91	540	₹0.56
Combined	Two audience tests	₹539.49	809	₹0.67

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The account moved from 8 to 11 followers during the period, a net increase of 3. Net follower growth should not be treated as exact ad-attributed follows because organic follows and unfollows can also affect the account total.

Creative-level results

Creative	Spend	Profile Visits	Cost / Visit	Learning
FB Rules / YouTube Monetization	₹104.35	141	₹0.74	Strongest Campaign 1 performer
Google August Spam Update	₹64.79	62	₹1.05	Moderate profile traffic
Onam Creative	₹70.44	66	₹1.07	Seasonal, but weaker business intent
Main ChatGPT/AI Creative	₹259.73	456	₹0.57	Strong profile-visit volume
Reels Version	₹40.18	84	₹0.48	Low cost, but small spend sample

3. Core Diagnosis

The previous campaigns demonstrate that DigiBuddy360 can generate profile visits efficiently. The larger issue is downstream conversion: getting the right visitor to understand the page, follow it, engage with it and eventually become a lead.

- Reach is not the only KPI.
- Cheap profile visits are not automatically high-quality visits.
- The profile must reinforce the promise made by the ad.
- Content should consistently connect AI, SEO and advertising to business growth.

4. Campaign Hypothesis

If DigiBuddy360 uses clear business-owner pain points and the Instagram profile reinforces the same promise, the campaign should attract more relevant visitors and create a better opportunity for follower growth. This is a testable hypothesis, not a guaranteed outcome.

5. Proposed Paid Live Campaign

Element	Recommended Setup
Purpose	Follower acquisition through qualified Instagram profile visits
Platform	Meta Ads, Instagram-focused
Initial test	₹900 total, approximately ₹100/day for 3 creative tests over 3 days
Geography	Start with Tamil Nadu; later compare Tamil Nadu with Kerala + Tamil Nadu
Audience	Small-business owners, entrepreneurs and relevant digital-business audiences
Creatives	3 dedicated problem-focused creatives
Primary KPIs	Follows, profile-to-follow rate, cost per follower
Secondary KPIs	Reach, impressions, CPM, profile visits, saves, shares, comments, website taps, messages

Meta's available objectives, performance goals and targeting options can change. In the live setup, choose the currently available performance goal closest to **Instagram profile/follower acquisition** rather than assuming **Traffic** is the best choice.

6. Three Creative Concepts

Creative A - SEO

Cover hook: WHY ISN'T YOUR WEBSITE RANKING? – 5 COMMON SEO MISTAKES HOLDING IT BACK

- Wrong keyword intent
- Weak content match
- Technical problems
- Poor internal linking
- Weak conversion path

Final-slide CTA: Follow @digibuddy360 for practical SEO and digital marketing tips.

Creative B - Meta Ads

Cover hook: 5 META ADS MISTAKES THAT CAN WASTE YOUR BUDGET

- Wrong campaign objective
- Poor audience definition
- Weak creative
- No clear offer
- Missing conversion tracking

Final-slide CTA: Follow @digibuddy360 for practical Meta Ads and business-growth tips.

Creative C - AI for Business

Cover hook: 5 WAYS AI CAN HELP YOUR BUSINESS

- Create content faster
- Research competitors
- Improve ad copy
- Create customer FAQs
- Analyse customer feedback

Final-slide CTA: Follow @digibuddy360 for practical AI and digital marketing tips.

7. Creative Rules

- Keep the DigiBuddy360 blue/yellow identity consistent.
- Use one strong problem on the cover.
- Make the audience obvious.
- Keep the first slide simple and readable.
- Use a clear reason-to-follow on the final slide.
- Use festival greetings mainly for organic brand content, not as the core follower-acquisition ad.
- Position AI around business/marketing use cases instead of making the account look like an AI-image-only page.

8. Profile Conversion Setup

Before the paid test, the profile should answer three questions quickly:

Who is this for?

What will I get?

Why should I follow?

Suggested bio

Digital Marketing for Small Businesses

SEO | Google Ads | Meta Ads | AI

Practical tips to get more traffic & leads

 Grow your business online

Three pinned posts

- Start Here: who DigiBuddy360 helps and what followers will learn.
- 5 Digital Marketing Mistakes: a highly practical educational post.
- How DigiBuddy360 Can Help: services, approach and business problems solved.

9. Measurement Framework

Metric	Why it matters	Use
Reach	Unique people exposed	Scale
Impressions	Total exposures	Frequency
CPM	Media cost efficiency	Compare delivery
Profile visits	People interested enough to inspect the account	Interest
Cost/profile visit	$\text{Spend} \div \text{profile visits}$	Traffic efficiency
Follows	People choosing to continue	Core growth KPI
Profile-to-follow rate	$\text{Follows} \div \text{profile visits}$	Profile conversion
Cost/follower	$\text{Spend} \div \text{attributable follows}$	Paid growth KPI
Saves	Useful-content signal	Educational quality
Shares	Distribution signal	Growth potential
Messages / website taps	Commercial intent	Lead indicator

12. Result Diagnosis Matrix

Observed result	Likely issue	Action
High reach + low profile visits	Weak hook or audience fit	Change creative/audience
High profile visits + low follows	Profile positioning or weak follow reason	Improve bio, pinned posts and CTA
High likes + low profile visits	Engaging but not account-building	Make content more relevant to the brand
Low cost/profile visit + low follows	Cheap but low-quality traffic	Prioritise downstream quality
Higher cost/profile visit + higher follow rate	More expensive but potentially better audience	Judge the full funnel
High saves/shares + strong follows	Strong content fit	Test scaling the topic

13. Final Strategy

The previous campaigns generated 809 profile visits for ₹539.49, which gives a useful starting benchmark. The next campaign should focus on the complete funnel rather than only cheap profile traffic.

Optimisation funnel:

Ad → Relevant visitor → Profile understanding → Follow → Engagement → Enquiry → Client

The main learning objective is to discover which combination of business-focused content, audience and profile positioning creates the highest-quality follower growth.



Thank You!