



**NIKKO JONES - MARTECH EXPERT**

## **CASE STUDY: AGENCY MARKETING - MULTI-NICHE: REAL ESTATE, INSURANCE, FREIGHT & LOGISTICS**



VIRTUAL ASSISTANT AGENCY

VirtuAssist is a staffing agency based in Indiana, USA. The agency supports various industries such as medical, real estate, freight & logistics, and insurance with highly qualified staff.

### **The Goal**

The company needed to get more clients.

Our goal was to implement a system where we could capture the attention of prospects and greatly reduce the friction between the company and prospects. So we implemented a direct response marketing strategy that could capture the attention of “buy-now” prospects, get their information, and close them right away via a call. Our system is simple: getting 10-15 new potential customers every single week on auto-pilot using a straightforward, stupid-simple Facebook ad that converts.

## Our Approach:

### Stupid Simple, Straightforward Creatives Without Using A Single Sales Funnel

We implemented short, simple, direct-response ads that would catch attention in seconds. In our testing, we found out that text-based graphics ads work for niches like freight, real estate and insurance.

Surprising as it seems, “ugly, flier-worthy” ads work better than corporate looking ads on Facebook. We tested several flier-worthy ads with results that astound us even until now

#### Real Estate Ad 1

The image displays two identical Facebook advertisements side-by-side. Each ad is a sponsored post from 'VirtuAssist'. The header includes the VirtuAssist logo, the word 'Sponsored', and a globe icon. The main text reads 'Attention Realtors! 🔥' followed by 'Introducing Your Secret Weapon for ...See more'. The central part of the ad is a light orange box with the title 'Real Estate VA' and a bulleted list of services: 'CALL ALL YOUR LEADS TO QUALIFY & NURTURE', 'DO 36 TOUCH WITH ALL YOUR LEADS', 'CREATE ALL YOUR SOCIAL MEDIA POST', 'INPUT DATA FOR YOUR TRANSACTIONS', 'FOLLOW UP APPOINTMENTS', and 'MANAGE YOUR CALENDAR'. Below this is a dark red box with the text 'CLOSE MORE DEALS! Get a Free Quote on Real Estate VA Services! No Setup Fees and Long Term Contracts'. At the bottom, there is a white box with the text 'FORM ON FACEBOOK Get A \$9/hr Real Estate VA' and a 'Book now' button. The ad also shows 39 likes, 7 comments, and 'Like' and 'Comment' buttons.

**VirtuAssist**  
Sponsored · 🌐

Attention Realtors! 🔥

Introducing Your Secret Weapon for ...See more

### Real Estate VA

- CALL ALL YOUR LEADS TO QUALIFY & NURTURE
- DO 36 TOUCH WITH ALL YOUR LEADS
- CREATE ALL YOUR SOCIAL MEDIA POST
- INPUT DATA FOR YOUR TRANSACTIONS
- FOLLOW UP APPOINTMENTS
- MANAGE YOUR CALENDAR

**CLOSE MORE DEALS!**  
Get a Free Quote on  
Real Estate VA Services!  
No Setup Fees and Long Term Contracts

FORM ON FACEBOOK  
**Get A \$9/hr Real Estate VA** **Book now**

39 7 comments

Like Comment

Using the simple blocking design, this ad was able to get attention and got highly qualified leads in less than 3 days.

## Real Estate Ad 2

**VirtuAssist** Sponsored · 

Attention Realtors! 🔥

Introducing Your Secret Weapon for ...[See more](#)

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**REAL ESTATE  
VIRTUAL ASSISTANT**

- COLD CALLING
- CUSTOMER RELATIONSHIP MANAGEMENT
- PREPARE PAPERWORK
- SOCIAL MEDIA MANAGEMENT
- TRANSACTION COORDINATION
- RESEARCH PROPERTIES
- SCHEDULE CLOSINGS

**FREEING YOU TO DO WHAT YOU  
DO BEST - SELL, SELL, SELL**

**BOOK A DISCOVERY CALL NOW**

NO SETUP FEES AND LONG TERM CONTRACTS

FORM ON FACEBOOK  
**Get A \$9/hr Real Estate VA**

[Book now](#)

  22 1 comment

 Like  Comment

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**VirtuAssist** Sponsored · 

Attention Realtors! 🔥

Introducing Your Secret Weapon for ...[See more](#)

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**Get A \$9/hr Real Estate VA**

**REAL ESTATE  
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FORM ON FACEBOOK  
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[Book now](#)

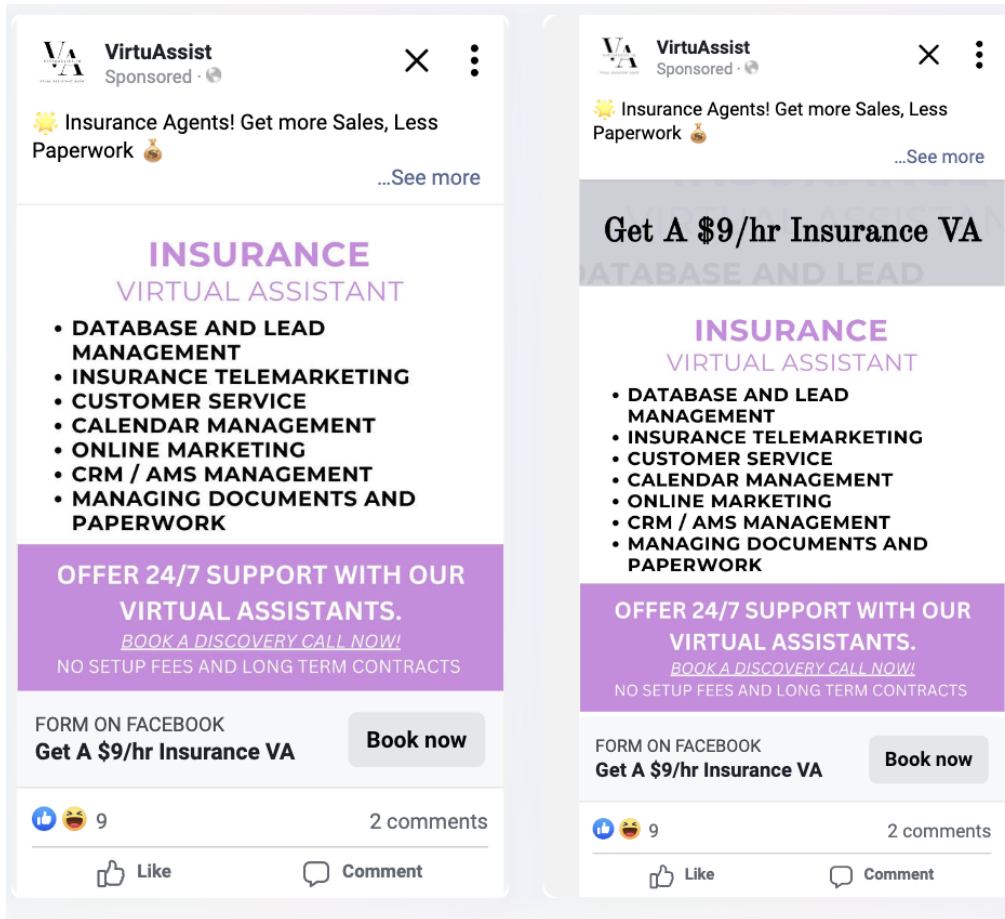
  22 1 comment

 Like  Comment

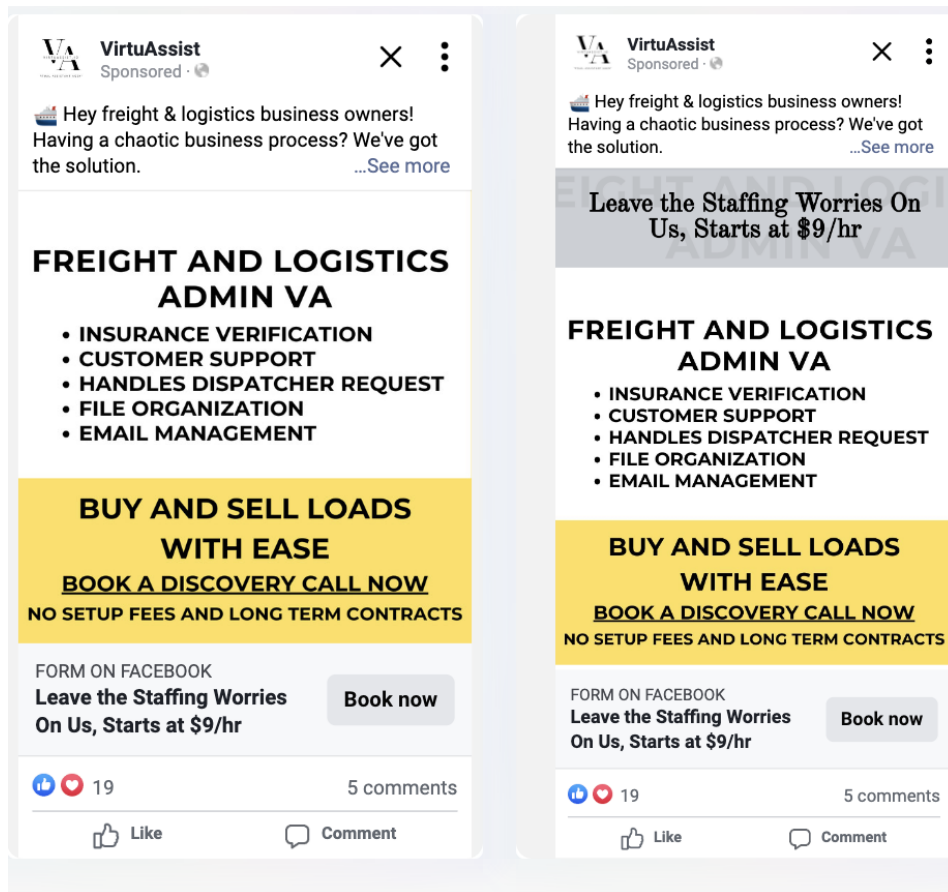
We also noticed that bright-colored ads perform the best. Using this simple block design, we were able to get attention and continuous leads.

## Other niche ads we ran with

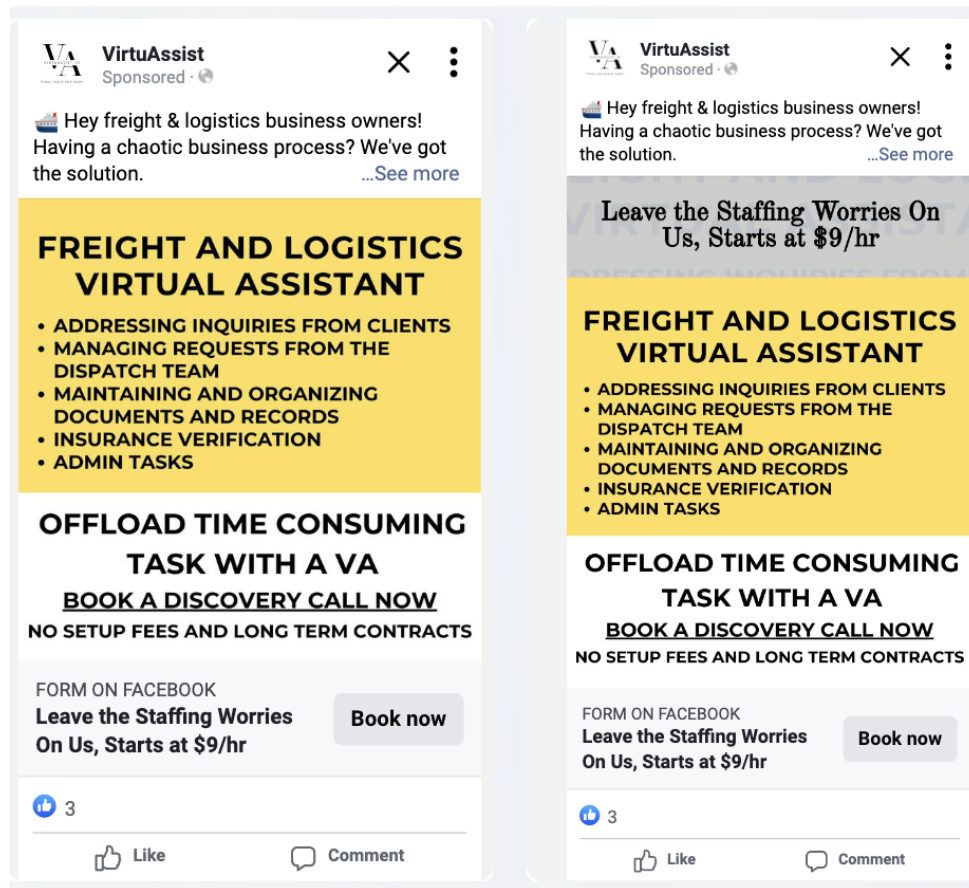
### Insurance Ad



Freight & Logistics Ad 1



Freight & Logistics Ad 2



## Result

|                                     |                                                 |                       |        |         |                                  |
|-------------------------------------|-------------------------------------------------|-----------------------|--------|---------|----------------------------------|
| <input checked="" type="checkbox"/> | Dec 19 - \$20 - NEW Audience Pool MedSpa ...    | 45<br>Facebook leads  | 10,402 | 20,229  | \$21.62<br>Per On-Facebook Le... |
| <input checked="" type="checkbox"/> | Dec 4 - \$25 - MedSpa VA - Broad Campaign       | 71<br>Facebook leads  | 15,325 | 36,990  | \$22.66<br>Per On-Facebook Le... |
| <input checked="" type="checkbox"/> | Sept 29 - Physical Therapy VA - Broad Camp...   | 131<br>Facebook leads | 42,021 | 152,961 | \$34.81<br>Per On-Facebook Le... |
| <input checked="" type="checkbox"/> | Sept 7 - \$35 Dental Clinic VA - Broad Campa... | 127<br>Facebook leads | 31,247 | 84,242  | \$41.76<br>Per On-Facebook Le... |

Using minimal ad targeting while targeting broad audience in the United States, the result has been great. Average cost per acquisition averages at \$25 at 2-3 high-quality, high-intent appointments daily. With the right sales closing strategies, simple straight-forward ads can convert and bring in more revenue.

Here are the result snapshots:

Real Estate Ad 1

|                                  |                                        |                                    |
|----------------------------------|----------------------------------------|------------------------------------|
| On-Facebook Leads ⓘ<br>141<br>-- | Per On-Facebook Leads<br>\$20.18<br>-- | Amount spent ⓘ<br>\$2,845.13<br>-- |
|----------------------------------|----------------------------------------|------------------------------------|

Real Estate Ad 2

|                                  |                                        |                                    |                       |              |
|----------------------------------|----------------------------------------|------------------------------------|-----------------------|--------------|
| Performance overview             |                                        |                                    | Activity types: All ▼ | ⚙️ Customize |
| On-Facebook Leads ⓘ<br>127<br>-- | Per On-Facebook Leads<br>\$18.32<br>-- | Amount spent ⓘ<br>\$2,326.05<br>-- |                       |              |

Insurance Ad

|                                 |                                        |                                    |                       |              |
|---------------------------------|----------------------------------------|------------------------------------|-----------------------|--------------|
| Performance overview            |                                        |                                    | Activity types: All ▼ | ⚙️ Customize |
| On-Facebook Leads ⓘ<br>52<br>-- | Per On-Facebook Leads<br>\$25.41<br>-- | Amount spent ⓘ<br>\$1,321.18<br>-- |                       |              |

On-Facebook Leads

Freight & Logistics Ad 1

|                                 |                                        |                                  |                       |              |
|---------------------------------|----------------------------------------|----------------------------------|-----------------------|--------------|
| Performance overview            |                                        |                                  | Activity types: All ▼ | ⚙️ Customize |
| On-Facebook Leads ⓘ<br>17<br>-- | Per On-Facebook Leads<br>\$28.28<br>-- | Amount spent ⓘ<br>\$480.76<br>-- |                       |              |

On-Facebook Leads

Freight & Logistics Ad 2

|                                 |                                        |                                  |                       |              |
|---------------------------------|----------------------------------------|----------------------------------|-----------------------|--------------|
| Performance overview            |                                        |                                  | Activity types: All ▼ | ⚙️ Customize |
| On-Facebook Leads ⓘ<br>16<br>-- | Per On-Facebook Leads<br>\$22.19<br>-- | Amount spent ⓘ<br>\$355.00<br>-- |                       |              |

## Conclusion

Simple, straightforward Facebook ads are effective because they target people in buy-now mode. With a low upfront pricing strategy, the company still gets leads from the campaigns we set up until now. This strategy is helpful with enough budget. It can save time and money from hiring copywriters, sales funnel builders, video editors, and more if done right since this does not require a sales funnel to build.

If you want to get more customers for your agency, we are open for a FREE consultation. Message us.

APPLY FOR A 10X GROWTH CALL