

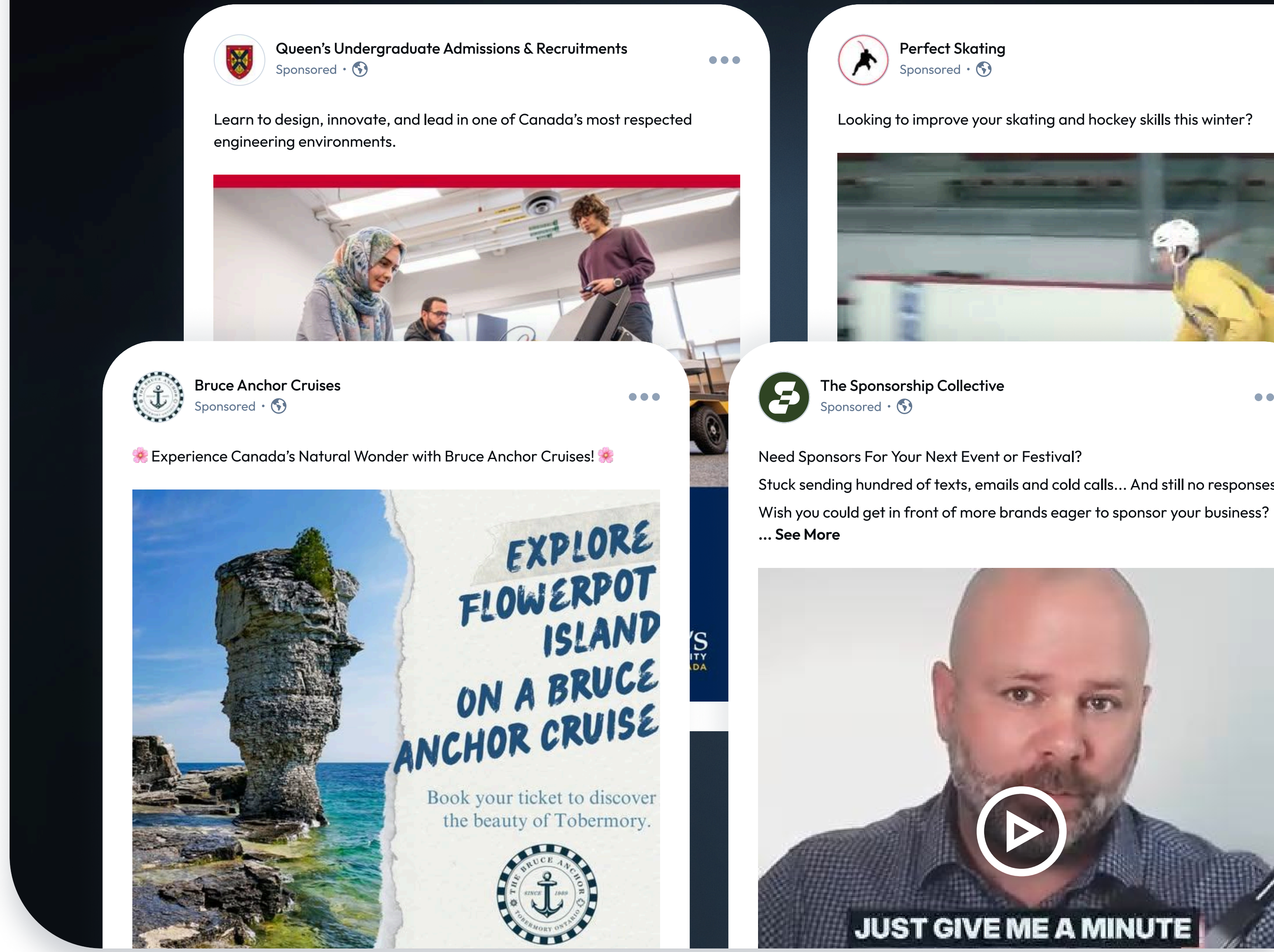
Tired of Social Media Ads That Get Clicks and Nothing Else?

We create social media campaigns that generate leads, engagement, and most importantly ROI.

Paid Ads

“Meta Ads drive strong leads and ROAS when executed strategically. Success comes from structured campaigns, clear audience segmentation by funnel stage, advanced optimization tactics, and standout creative—especially as Meta’s AI increasingly rewards high-quality, scroll-stopping ads.”

Santiago Granados
Paid Ads Specialist, seoplus+



The Challenge

The biggest challenge we hear with social media ads is perception. Many businesses believe Meta Ads don't work or that their value stops at brand awareness. We set out to prove that when Meta Ads are built with clear objectives, compelling creative, and a strong understanding of the audience, they can deliver tangible, revenue-focused results.

The Goal

The primary objective of Meta Ads is to drive measurable results, not just clicks.

- With these campaigns, our goal was to generate leads and direct sales. We wanted to prove ROI.
- With Social Ads, it starts with creative. We use a mix of video ads and static images that stop users from scrolling and get them engaged.

The Results

With the four campaigns below, we will share examples of how we delivered strong, measurable outcomes, demonstrating a strong return on ad spend, lead generation, and engagement (shares, likes, and follows).

Queen's University International Recruitment Campaign

- 2,372 Post Shares
- 279,000 post reactions
- 20,722 Leads generated

The Sponsorship Collective Lead Gen Campaign

- 2,078 Leads in the first 60 days
- 431 Post Engagements
- 1,618 Post Shares

Perfect Skating Multi-Location Campaign

- ROAS of 299x
- \$33,000 in sales from a single ad
- 455 Post Shares
- Business growth from 1 to 8 locations

Bruce Anchor Tourism Campaign

- 19,000 leads
- \$1.25 per lead
- 484 post shares
- 61,000 engagements