

Fore Ladies Golf Ads Portfolio – Al Amin

Fore Ladies Golf is dedicated to offering high-quality women's golf apparel in the form that makes ladies feel good about themselves.

Fore Ladies came to me (Al Amin) with a well-established brand, engaged organic following, and a robust email process; nevertheless, they had spent little on sponsored advertising.

The Fore Ladies staff came to me for continual growth.



01. OLD PROBLEMS:

The following are the significant difficulties that Fore Ladies Golf faced:

- There was not much historical data.
- Finding a focus was difficult because of the enormous product variety.
- Because of its smaller budget, it wasn't easy to see results right away.

02. MY SOLUTIONS:

During the off-season, I worked in the golf account and focused on testing to begin scaling throughout the busy season. I tried audiences, creative, text, and offers; however, I also used the goods to focus on conversions and earnings.

I started scaling my efforts as the weather warmed up, adding to and updating data and scaling structure to ensure a consistent and economical marketing campaign.

Campaign Name	Delivery	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	Purchases	Cost per Purchase	AOV
Al Amin MOF/BOF Conv	Active	\$2,431.39	3.95 [2]	\$9,605.90 [2]	54 [2]	\$45.03 [2]	\$177.89
Al Amin TOF Conv	Active	\$10,331.70	4.15 [2]	\$42,880.39 [2]	281 [2]	\$36.77 [2]	\$152.60
> Results from 2 campaign		\$12,763.09 Total Spent	4.11 Average	\$52,486.29 Total	335 Total	\$38.10 Per Action	\$156.68

03. KEY STATISTICS:

Here are the key statistics for Fore Ladies Golf:

- Dates: January 1, 2021 - April 30, 2021
- ROAS: 4.11
- Amount Spent: \$12,763.09
- Total Purchase Conversion Value: \$52,486.29
- Average Cost Per Purchase: \$38.10
- Average Order Value: \$156.68
- Total Purchases: 335

Client Comment about the project after delivery:

"Al, thanks so much for turning things around. You've helped us get the campaign back on track in a big way, and that's priceless. Just knowing you're on the team has helped us relax a little bit."

- Ganga Sridhar Vembu, Fore Ladies Golf

Client Comment about my work as a contractor:

"We were lucky to find AI. We had just switched agencies, and our campaign was at a standstill with no results. With little direction, we scrambled to find new help. Within two weeks of working with AI, he ended up driving more revenue than our previous agency had in four months. He was an outstanding communicator and very fun to work with."

- Abhijeet Chavan, Fore Ladies Golf