

ADVERTISING PORTFOLIO

Gamewatchers / Porini Safaris

Facebook lead-generation and Messenger advertising

Using a buyer's guide to capture safari interest before the traveller is ready to book.

THE BRIEF

Generate opt-ins from people considering an African wildlife safari, using useful decision-making content rather than asking cold prospects to make an immediate holiday enquiry.

MY ROLE

Lead magnet strategy, Facebook ad copy, Messenger response mechanism and campaign optimisation.

AUDIENCE

Prospective safari travellers researching destinations, reserves, accommodation and costs.

APPROACH

Lead with uncertainty around choosing the right safari, offer a free guide that answers the key questions, and test different response mechanisms including downloads, Messenger and comments.

RESULT / EVIDENCE

Across the supplied results summary: \$132,392 marketing spend generated 15,559 opt-ins, 839 enquiries and 224 holiday bookings, with \$2,567,464 in sales revenue. The summary also reports an average \$5.82 profit for each \$1 invested.

PORTFOLIO NOTE

This PDF contains selected extracts and campaign visuals from a larger advertising project. They have been chosen to demonstrate the strategy, offer, copy and results without reproducing the complete campaign.

01 / ADVERTISING SAMPLE

Turn uncertainty into a reason to engage

The ad meets prospects early in the buying journey, when they have questions but may not yet be ready to speak to a safari consultant.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Unsure where to start your search for the IDEAL SAFARI HOLIDAY?

With so many options to choose from, and so many questions to ask, we've put together this really handy FREE GUIDE to help you make the best choice.

You'll learn which countries and reserves offer the best game-viewing experiences, options for accommodation and transport, what it should all cost, and much more.

Also, find out the best way your safari holiday can support wildlife conservation and local communities.

Message the word 'Guide' now, and then follow the instructions that appear within messenger.

END OF COPY EXTRACT

**Gamewatchers Safaris & Porini Camps**

Like Page

Sponsored (demo)

THINKING OF YOUR FIRST AFRICAN WILDLIFE SAFARI BUT UNSURE WHERE TO GO?
Having difficulty deciding which is the best country for your safari?
Unsure how to make the best choice to avoid disappointment?
Our free Guide to Choosing Your First Safari highlights the best parks to visit for great wildlife viewing, where you should stay and how much it costs.



[FREE GUIDE] "How To Make the Best Choice for Your First African Wildlife Safari"

Find Out The 7 Key Questions You Should Ask & The Answers You Need To Know

GET YOUR FREE GUIDE TO CHOOSE THE BEST SAFARI

Download



228

17 Comments 31 Shares

THE THINKING BEHIND THE AD

The original ad creative is reproduced alongside selected copy so the proposition, message and response mechanism can be assessed in context.

02 / ADVERTISING SAMPLE

Campaign evidence

The supplied results summary shows the scale of the lead-generation campaign and its progression from opt-ins to enquiries and bookings.

Jake Grieves-Cook – Gamewatchers Safaris

- From a marketing spend of \$132,392 Gamewatchers generated 15,559 opt-ins to their mailing list.
- This led to 839 enquiries so far, 224 holiday bookings, and sales revenue of \$2,567,464.
- For each \$ invested in their marketing, they generated on average \$5.82 in profit.



	Spend £	Spend \$	Opt Ins	Enquiries	Bookings	Re
	23340	30342	2925	326	66	7
	14500	18850	3862	133	42	3
	64000	83200	8106	241	60	7
in 17)	0	0	666	139	56	
	101840	132392	15559	839	224	2

THE THINKING BEHIND THE AD

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