

Selling AKC Registered Puppies

- *Quadrupled Sales*
- *Reduced Total Cost by 74%*

Before Spin Modern

The client was spending:

\$500 Per Month To Facebook Ads

\$0 Per Month in Management Fees

\$2,500 Per Month Employee Pay

For a total cost of \$3,000 Per Month

The client was earning \$3,500 Per Month in Sales

After Spin Modern

The client spent:

\$500 Per Month Ad Spend

\$400 Management Fee

\$0 Per Month Employee Pay

For a total cost of \$900 Per Month

The client was earning \$16,450 Per Month in Sales

Client more than quadrupled sales while saving over \$2000 per month in cost. They went from a single person doing the work to more than a dozen people working on their sales. They also could stop or pause advertising without having to fire an employee.

This client sold AKC Registered puppies online. Cost ranged from \$3500 to \$6500 per puppy. Here is what we did:

1. We used professional graphic designers to create ads.
2. We redesigned their website to accept the visitors from Facebook.
3. We retargeted visitors for two weeks while they looked for a puppy.
4. We tracked every ad dollar
5. We tracked & recorded every phone call
6. We reported monthly and communicated weekly

We had to work together, both the client and the departments within Spin Modern. Our Facebook Ads Managers, WordPress Design Team and our Google Analytics specialist had to work cohesively to make sure all the parts worked together like a well-oiled machine.



Selling With Facebook Ads

At a glance:

- Reduced cost by 74%
- Quadrupled sales from \$3500 to \$16,450
- We could turn sales on and off based on available litters



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