



AN MKJ CASE STUDY

## FACEBOOK VIDEO GENERATES \$10 PRENEED LEADS

### SITUATION:

Cremation Society of Southern California wanted to generate preneed leads for follow-up online or by phone. Direct mail costs are high, with at best \$100/lead cost due to printing, mailing, and postage expenses.



### CHALLENGE:

Create a local Facebook marketing campaign that obtains preneed lead information as cost effectively as possible for follow up by Cremation Society's preneed counselors.

### SOLUTION:

MKJ licensed its "Side-by-Side" digital video exclusively to Cremation Society in their market area to pair a compelling visual with a strategic lead generation campaign through Facebook marketing. The client worked with MKJ to identify their ideal audience in the market area, targeting only

people aged 45+ and living within their service area zip codes. For their \$500 media budget, MKJ generated 63 preneed leads in less than 2 weeks, for a cost of \$7.53 per lead.



CLICK IMAGE ABOVE TO VIEW VIDEO

**\$500 + 2 WEEKS**

**63 PRENEED LEADS**

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