



GOOD LIFE *Advertising*

DIGITAL —
CASE
— STUDIES

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DISCLAIMER: THE FIGURES SHOWN IN THE ADVERTISING CASE STUDIES ONLY INCLUDE WHAT THE COMPANY SPENT ON ADVERTISEMENTS, IT DOES NOT INCLUDE THE MANAGEMENT FEE.

Social Media Case Studies:

Case Study 1: Country AUTO

In July of 2021 Good Life Advertising began working with Country AUTO, a used car dealership out of Blair, Nebraska, under a social media contract with a small budget for Facebook ad spend.

Good Life took over the **Instagram** and **Facebook** pages immediately in July.

To date (August 2022) Country AUTO has seen the following metrics.

Facebook Metrics (July 2021-August 2022)

Facebook Reach.....	627,995
Facebook Page Visits.....	16,036
New Facebook Followers.....	782

Instagram Metrics (July 2021-August 2022)

Instagram Reach.....	121,895
Instagram Page Visits.....	1,406
New Instagram Followers.....	128

Social Media Case Studies:

Case Study 2: Turf Equipment & Irrigation

In late October of 2021 Good Life Advertising began working with Turf Equipment & Irrigation.

Good Life took over the [Instagram](#), [Twitter](#), and [LinkedIn](#) immediately in October and built a new [Facebook](#) page for TEI in February.

To date (August 2022) Turf Equipment & Irrigation has seen the following metrics.

[Facebook Metrics \(February 2022-August 2022\)](#)

Facebook Reach.....	34,113
Facebook Page Visits.....	418
New Facebook Followers.....	54

[Instagram Metrics \(October 2021-August 2022\)](#)

Instagram Reach.....	258,451
Instagram Page Visits.....	657
New Instagram Followers.....	124

[Twitter Metrics \(October 2021-August 2022\)](#)

Twitter Reach.....	79,112
Twitter Engagement Rate.....	3.825%
New Twitter Followers.....	68

[LinkedIn Metrics](#)

LinkedIn Reach.....	30,854
LinkedIn Page Visits.....	385
New LinkedIn Followers.....	167

Advertising Case Studies:

Case Study 1: Lincoln Capital

In February of 2022, Good Life Advertising ran a top of funnel campaign for Lincoln Capital Group out of Lincoln, Nebraska.

The campaign ran for one month at a budget of \$950 spread across a geofence campaign and keyword campaign.

The following are the metrics for the campaign.

Geofence Campaign

Ad Spend: \$250

Impressions: 42,583

Website Clicks: 591

Cost Per Impression: \$0.0059

Cost Per Click: \$0.42

Keyword Campaign

Ad Spend: \$700

Impressions: 73,990

Website Clicks: 820

Cost Per Impression: \$0.0095

Cost Per Click: \$0.85

Average Campaign Metrics

Total Ad Spend: \$950

Impressions: 116,573

Website Clicks: 1411

Cost Per Impression: \$0.0081

Cost Per Click: \$0.67

Advertising Case Studies:

Case Study 2: Country AUTO

In January of 2022, Good Life Advertising ran a geofence campaign for Country AUTO to capitalize on a car show that was happening in Omaha, Nebraska.

The campaign ran for one month at a budget of \$500 and was purely a geofence campaign.

The following are the metrics for the campaign.

Geofence Campaign

Ad Spend: \$500

Impressions: 85,079

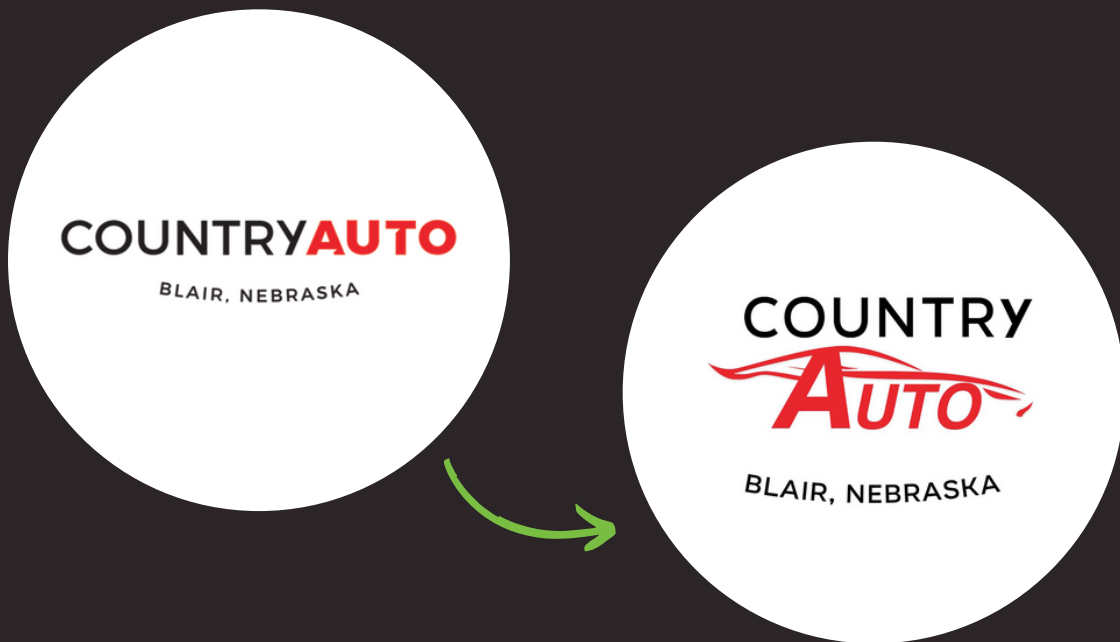
Website Clicks: 666

Cost Per Impression: \$0.0059

Cost Per Click: \$0.75

Graphic Design Improvement

Country AUTO Logo Update



Turf Equipment Print Ad

The image compares two print advertisements for Turf Equipment & Irrigation, Inc. The left ad features a red Toro tractor on a golf course with the headline "Do More." and a dense grid of logos for various equipment brands. The right ad features a person in a Toro shirt operating a tractor, with the headline "TURF EQUIPMENT & IRRIGATION INC Since 1961" and contact information. A green arrow points from the left ad to the right ad, indicating a design improvement.

Left Ad: "Do More." TURF EQUIPMENT & IRRIGATION, INC. TORO. Turf Equipment & Irrigation, Inc. Salt Lake City, St. George, Utah & Boise, Idaho. Toll Free 800-566-8873 SLC 801-566-3256 or Boise 208-331-0074. Logos include: FOLEY UNITED, TURFCO, VENTRAC, WATERTRONICS, AIR2G2, AquaFuse, Wiedenmann, amiad, Regency Wire, PAR AIDE, Greens Groomer, TRU-TURF, 12, and LEY.

Right Ad: TURF EQUIPMENT & IRRIGATION INC Since 1961. TORO. Boise • Salt Lake City • St. George. (801) 566-3256 • info@turfequip.com. Logos include: FOLEY UNITED, TURFCO, VENTRAC, TORO, Spectrum Technologies, Inc., Milwaukee, TRU-TURF, and LEY.

Website Rebuilds

Unified Employee Benefits - Lincoln, NE



Turf Equipment & Irrigation - Salt Lake City, UT



Testimonials



Tyler Sorenson

CEO • Turf Equipment & Irrigation

Grant's knowledge, excitement, and professionalism have made our current social media campaign and website revamp a breeze. Highly recommend.

Ian Shada

President • Unified Employee Benefits

Grant is the absolute best. I run an employee benefits firm and work with business owners all the time. He has helped my clients and myself out in multiple ways. His service and price was refreshing. I've enjoyed working with him and would recommend him to anyone.



Rich Hume

CEO • A&A Roofing

I really appreciate working with truly quality people. Grant is one of those people. He has give our team the confidence we need in developing our digital marketing campaign. He has valuable input and insight. Thanks Grant!