

## CASE STUDY

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# Flourish Baker Academy boosted performance to find students with Facebook Ad campaigns



Flourish Baker Academy  
Kurunegala, Srilanka

### About Facebook Ads:

Reach your target audience with precision, drive engagement, and achieve your marketing goals effectively on the world's largest social media platform.



## THE CHALLENGE

Flourish Bakery Academy aimed to boost enrollment for its courses on cakes, pastries, and bakery products. However, they faced the challenge of limited brand visibility and needed to efficiently attract potential students to their academy.

## APPROACH

Partnering with WizMedia Studio, Flourish Bakery Academy devised a comprehensive marketing strategy. WizMedia Studio crafted engaging designs and executed a targeted Facebook campaign. Leveraging data-driven optimization techniques, they ensured ads reached the right audience at the right time.

## RESULTS

Within just 1 year, the results were remarkable. The campaign generated a Return on Ad Spend (ROAS) of 448%, exceeding expectations. With 88k impressions and a reach of 53k, Flourish Bakery Academy experienced a significant increase in brand visibility and student inquiries.

## PARTNERING WITH WIZMEDIA STUDIO

By collaborating with WizMedia Studio, Flourish Bakery Academy gained access to a team of experienced professionals who tailored strategies to meet their specific goals. WizMedia's expertise in digital marketing and design played a crucial role in achieving outstanding results for the academy.

## CLIENT FEEDBACK

"We are thrilled with the results achieved in such a short period. WizMedia Studio's innovative approach and dedication to our project have exceeded our expectations. Thanks to their expertise, our academy has seen a significant increase in student enrollment and brand recognition. We look forward to continuing our successful partnership." - Flourish Bakery Academy

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<b>+448%</b>	<b>\$100</b>	<b>88K</b>
ROAS	30 DAYS	IMPRESSIONS

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