



smarter social marketing



An Official Facebook Marketing Partner

Leaf Confidential | leafgrow.io

Who Is This Guy?

- **Artist Manager (10 Years)**
- **New Business and Partnerships in consumer facing software companies (6 Years)**

Who Is This Guy?

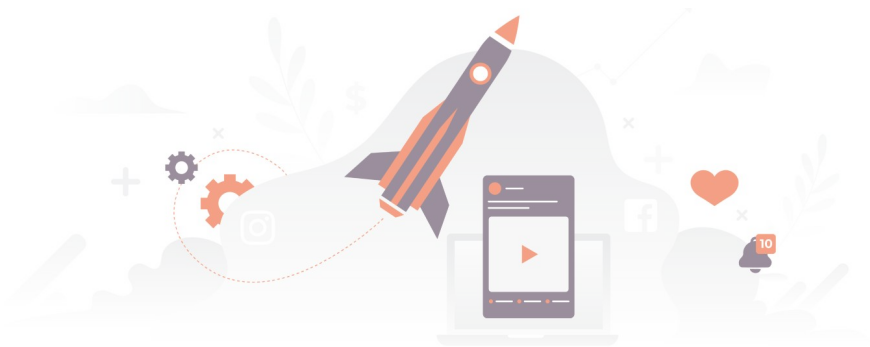
- **Artist Manager (10 Years)**
- **New Business and Partnerships in consumer facing software companies (6 Years)**

Who Are You?

What do you know already?

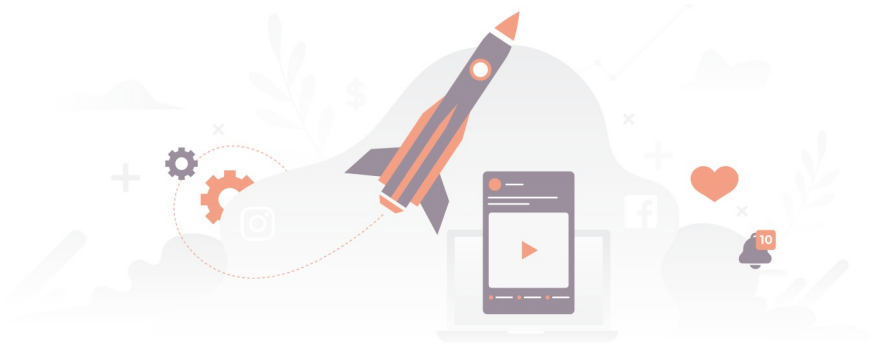
Where can we find paid social?

- **Facebook Ads Network** (Over 22 placements to advertise on inc Instagram and soon What's App)
- **Google Ads** (Mostly YouTube campaigns in music)
- **Soundcloud** (Just released their self serve ads platform as well as audio)
- **Spotify** (You can promote on ads studio (audio) and now sponsored tracks)
- **Pinterest**
- **Twitter**
- **Snap Chat**
- **Tik Tok Ads**
- **Reddit Ads**
- **Apple Search Ads**



Why is paid social important?

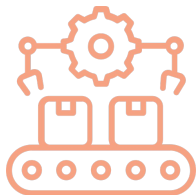
- Data procured is more insightful about your audience (pixels and tags)
- Reach more of your audience and build awareness
- Elongates campaigns
- Understand your audience and build custom audiences
- It will eventually give you a healthy return of investment if done properly
- Migrate audiences into fan clubs and events from your social networks
- Helps drive organic traffic
- Drive D2C



What Is Leaf Grow?

How it works?

Leaf is a self-serve + service platform that empowers you to



AUTOMATE

Easily launch highly tuned ad campaigns in a matter of minutes.



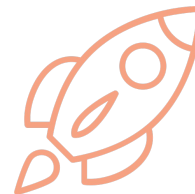
OPTIMISE

Laser target the right people with the right content for maximum return on ad spend.



ANALYSE

Get the key performance insights you need to make the right decisions.



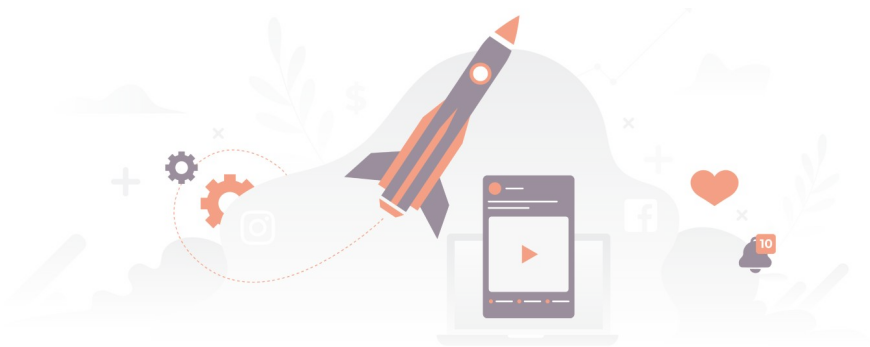
GROW

Access years of performance marketing expertise so you can focus on growing your business.

Growth as a Service

Leaf Grow combines proprietary growth-engine technology and leading performance marketing expertise to empower industries to engage, grow and monetise quality digital audiences at scale.

Leaf Grow is the first and only Facebook Marketing Partner in the world specialising in Entertainment and eCommerce Performance Marketing. We're recognized as a true industry expert and trusted by hundreds of brands all over the globe.



Our mission is to drive long-term value
and create market opportunities
for brands on a global scale.

ENGAGE....GROW...MONETISE

Case Studies

Bear Grylls



AUDIENCE SEGMENTATION &
LEAD GENERATION

Bear Grylls Ventures partnered with Leaf to help segment and understand the actors' core fan base ahead of the release of its new eCommerce store. Leaf conceptualised and executed a lead generation marketing campaign, using a giveaway contest to capture email subscriptions and core audience insights in key ecommerce territories, using Leaf Grow's 'Top ecommerce spend per capita' territory group.

Leaf partnered with BGV's Agency Retrofuzz to develop and instrument a contest page with Facebook pixel, alongside a large range of imagery featuring combinations of Bear Grylls and his merchandise.

Leaf tested the ad and landing page variations against a range of hyper-targeted audiences and placements across Facebook, Instagram and Messenger, calibrating budget against best performing configurations of landing page, ads, placements and audiences in real-time, to drive down the cost per lead and deliver maximum efficiency on the ad spend.

Leaf utilized its Interest Crucible targeting framework to to identify the super interests driving maximum efficiencies on the ad spend. These were pitted against a range of lookalikes and existing engagement and connection audiences, to ensure optimal results.

RESULT

Yearly Growth Target achieved in 2 weeks

957K

People Reached

20K

Email Subs

2 weeks

Duration



Footasylum



E-COMMERCE SALES

Leaf was appointed by Footasylum to help build a scalable new customer acquisition strategy for paid social campaigns and improve return on ad spend across Facebook and Instagram for both existing and new audiences.

Leaf carved out a large range of customer audience segments using both online and offline (instore) purchase data. These segments included hi-propensity purchase audiences across different brands, predicted 'in-market' audiences and Footasylum wide purchase audiences. These segments were tested against various brands and millions of combinations of imagery, video, copy, CTAs, channels (Facebook, Instagram, Messenger & Audience Network), placements, territories and demographics.

These initial campaign tests resulted in a significant uplift in return on ad spend for both customer acquisition and retention campaigns. A repeatable customer engagement and acquisition strategy was developed, including bespoke template campaign structures for the various audiences and brands, in order to deliver long-term stable return on ad spend for both new and existing customers.

The new strategy was rolled out across key brand and sales campaigns to great success.

RESULT

New Customer Acquisition & Engagement Strategy

40+

Purchase Campaigns

4x

Avg. uplift in ROAS



Flying Vinyl



GLOBAL SALES STRATEGY
& EXECUTION

Leaf was engaged to power global sales of Flying Vinyl's monthly vinyl subscription service, opening up dozens of new markets around the globe whilst lowering their cost of acquisition by 10x.

Leaf focussed on testing a range of creative concepts and messaging to decipher which combination of these would meaningfully lower the cost-per-purchase, to a level which enabled Flying Vinyl to scale ad spend and grow volume of active subscribers to a point where it opened up significant efficiencies in production costs.

Creative & messaging concept combinations were tested against a compounded set of territories, age groups, genders, platforms and placements and included:

- Images of the product & images of artists holding the product
- Brand illustrations & logos
- Images & videos of the featured artists
- Various messaging about free box sets & zines
- Messaging relating to core value proposition & price of the subscription
- Lists of featured artists and genres

RESULT

10X increase in daily sales

2800+
Subscriptions

9x
ROAS

40
New Markets
up from original 10



Travis



DELUXE ANNIVERSARY BOX SET PRE-ORDERS
The Man Who Album

Leaf Grow was approached by **Wildlife Entertainment** to drive rapid pre-orders of a deluxe *The Man Who* album box-set, over one weekend.

Using its platform and expertise Leaf rapidly tested thousands of combinations of imagery, video, audiences, channels (Facebook, Instagram, Messenger & Audience Network) and ad placements.

Old and new content pieces featuring the band were tested against images of the boxset to determine resonance performance of the *band* vs *the product*.

These content pieces were tested against a large range of demographically segmented retargeting audiences using the band's Facebook, Instagram and web pixel audiences to reach and engage the band's top-tier fans.

Budget was calibrated in realtime against the best combinations of content, platform, placement, device and audiences to drive explosive sales and maximum efficiencies on ad spend.

RESULT

Sold out in two days

47x

ROAS

48 hours

Duration



Lucy Rose



PRE-SALES
Something's Changing

Communion partnered with Leaf to build a mailing list for the artist and to drive cost effective sales of Lucy Rose's latest album with the goal to position it in the Top 20 UK Charts.

Leaf conceptualised and executed a giveaway contest to incentivise mailing list signups, testing a large range of imagery featuring images of the artist, a signed vinyl and combinations of the two. Running ads across Facebook and Instagram Leaf tested which combination of elements performed best against Lucy's existing fan base to drive the best cost-per-lead. Budget was scaled against the best performing ads and audiences.

The customer email list was retargeted as a custom audience on Facebook for the album pre-sales campaign, along with Lucy's other existing audiences (page likes, everybody who had engaged with her content on FB & IG and pixel based audiences) to establish a cost-per-purchase that would allow Communion to keep investing, generate a healthy ROI and drive volume of sales to position Lucy as high as possible in the UK charts on release day.

RESULT

#6 Chart Position Release Day UK Charts

645%

ROI

3.1K

Email Subs

4 Weeks

Duration



JP Cooper



FACEBOOK MESSENGER
SUBSCRIPTIONS

Universal Music partnered with Leaf to drive highly-targeted fan subscriptions of the artist's Facebook Messenger bot. Once a person subscribes to the messenger bot, unlimited messages can be sent to the fan; essentially an 'opt in' to receive marketing messages.

Two different giveaway incentives were conceptualised to incentivise messenger bot subscriptions: 1) exclusive live video content 2) a signed vinyl giveaway.

These two giveaways, plus related imagery and video/gif content were tested against each other to see which one would result in the most 'new messaging connections' (clicked Get Started) and the highest subscription rate (clicked Subscribe).

The two different giveaways and related content were tested across the entire Facebook ad network, against multiple territories, age groups and genders and new vs existing audiences. These campaigns provided valuable benchmarks for the cost-per-new messaging connection and cost-per-subscriber across all the above parameters.

RESULT

8x improvement on Universal's CPS benchmark

1,472

Subscriptions

85%

Subscription Rate

£0.13

Cost per Subscriber (CPS)



The Dose



STREAMING GROWTH (Conversions)

MDDN employed Leaf to help drive cost-effective traffic via the Artist's Linkfire landing page to the various streaming platforms available.

Leaf instrumented the page with a Facebook pixel and set up several custom conversion events to properly track and optimise the journey from ad to music store.

The Leaf methodology involves multivariate testing and precision marketing at scale, to identify and optimise against the best configurations of content, placement and audience. The following parameters were tested for this campaign:

- 13 custom ad set audiences (including pixel, connection, engagement & 357 interests)
- 400 ads
- 4 platforms (FB, IG, ME, AN) & 14 placements
- 5 age groups & both genders
- Leaf's 'Mature Spotify Markets' territory grouping
 - 13 different territories across Western Europe, North America, Oz & Nz.

RESULT

50% Click Thru Rate from Ad-To-Music Store

25x > Industry avg.

6,341

Link Clicks

3,154

Click Thru 2 Music Store

£0.25

Cost per
Click Thru 2 Music Store



Ad Creation Service (Portfolio Work)



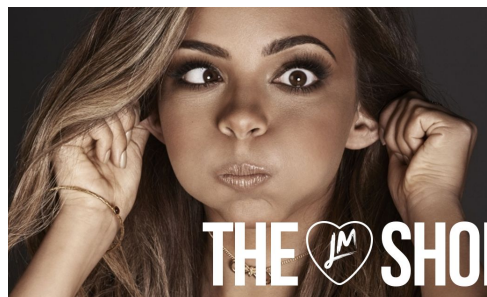
GET IT



SHOP



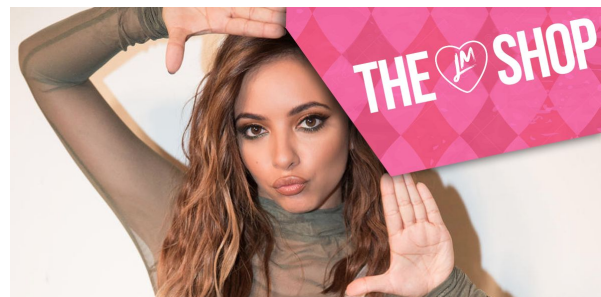
MERCH



THE LM SHOP

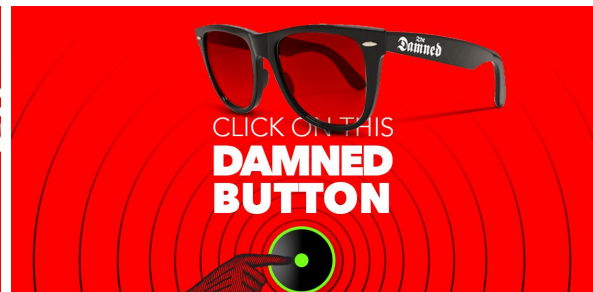
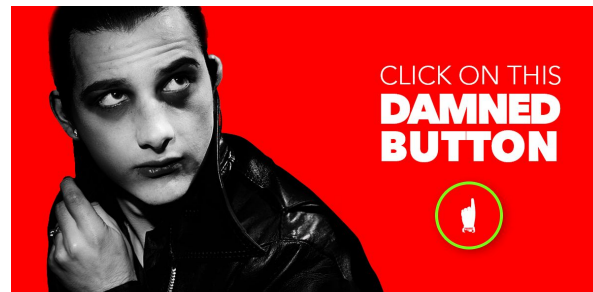
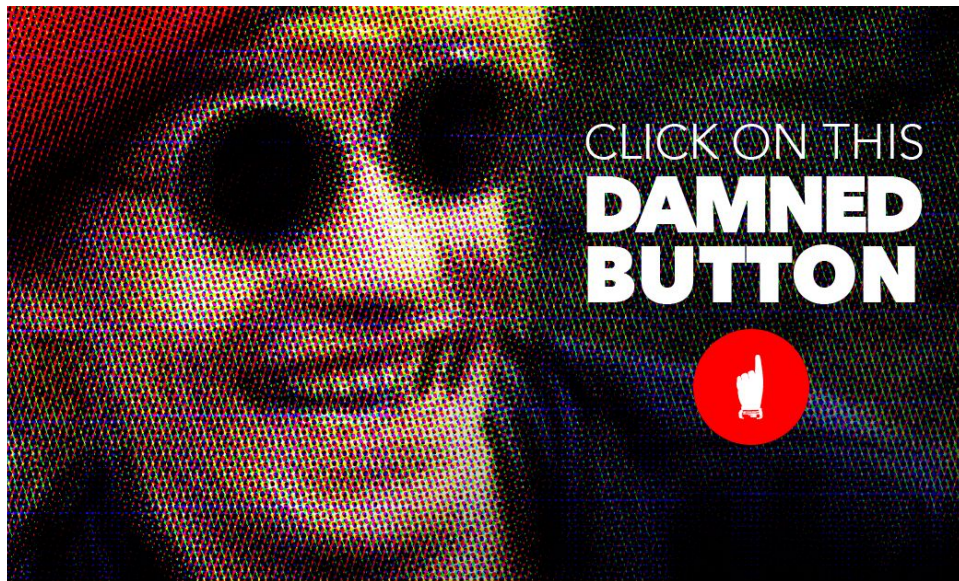


GET IT



THE LM SHOP

Little Mix



The Damned



Bear Grylls



¡Transferencias
de forma rápida
y segura!

kash
Adiós al efectivo



¡Transferí con tu tarjeta
Mastercard desde Kash!



kash
Adiós al efectivo



¡Transferí con tu VISA
y gana Kashback!

VISA **kash**



Kash



You're in good company



END.



An Official Facebook Marketing Partner

60 Min Task (in teams)

1. Build out a paid strategy for a single/brand campaign over two months.
2. Build in budget spends at each stage.
3. Fill in your interest crucible for your brand. You can find that here - <https://www.leafgrow.io/interest-crucible>
4. Measure your campaign. Set expectations or KPI's (Key Performance Indicators)

Leaf Grow Christmas Gift

50% off use of platform*

and

20% off any of our services*

***Offer lasts for one year. To activate email - mark@leafgrow.io**

Always Happy To Talk.....

mark@leafgrow.io