



Building teams *for you*

Accounting

Case Study



Table of Contents

01 About Us

02 Our Projects

➤ **Cjcpa**

CJCPA is an accounting firm based in British Columbia, Canada, offering a variety of financial services, including tax preparation, bookkeeping, payroll, and financial advisory. They provide personalized solutions for small businesses, self-employed professionals, corporations, and individuals, helping clients manage their financial needs with expertise and precision.

03 Detailed Overview Of The projects

CJCPA



Summary

What is CJCPA?

CJCPA provides accounting, payroll, business advisory, and taxation services, helping businesses stay financially organized and compliant. With personalized solutions designed to simplify financial management, the firm ensures that business owners can focus on growth while maintaining accuracy and efficiency.

Who is it for?

It supports startups, SMBs, and franchise businesses looking for strategic financial guidance. From bookkeeping and business planning to performance optimization, CJCPA provides the tools and insights needed to drive stability, scalability, and long-term success.

Project Overview

Objectives

- 01 Generate high-quality leads through targeted campaigns.
- 02 Increase brand awareness to reach a wider audience.
- 03 Drive inquiries and conversions via effective digital advertising strategies.

Goals

- 01 Drive qualified leads by targeting the right audience effectively.
- 02 Reduce cost per lead (CPL) through optimized ad strategies.
- 03 Achieve a strong return on ad spend (ROAS) while improving engagement and click-through rates (CTR).





The Challenges



Challenge 1

1. High Competition in the Accounting Industry

CJCPA faces strong competition from established firms, making it essential to differentiate its services and optimize ad performance.

Challenge 2

2. Targeting the Right Audience

Reaching business owners and individuals in need of accounting services while filtering out low-intent users remains a challenge.

Challenge 3

3. Seasonal Demand Fluctuations

Tax and financial service inquiries vary throughout the year, requiring adaptive marketing strategies to maintain steady lead flow.



Platform Selection

- Primary Platform: Google Ads – Search, Display, and Performance Max campaigns.
- Supplementary Platform: Meta Ads – Lead generation and engagement targeting business owners.
- Multi-Channel Approach: Combining both platforms for maximum reach and conversions



The Solutions

We addressed CJCPA's challenges with a data-driven approach, optimizing ad strategies and refining audience targeting to drive high-quality leads and maximize conversions.

1. Advanced Audience Segmentation

Using data-driven insights to target high-intent users, including business owners, freelancers, and corporations, ensuring better lead quality.

2. Multi-Platform Advertising Strategy

Running Google Search, Display, PMAx, and Meta Ads to maximize visibility, reach diverse audiences, and improve conversion rates.

3. Conversion-Optimized Landing Pages

Designing high-converting landing pages with clear CTAs, testimonials, and service highlights to increase lead generation efficiency.



Content Strategy

- **Content Types**-Develop a diverse content mix, including educational blogs, case studies, infographics, and CPA video insights, to inform and engage potential clients.
 - **Key Themes**-Focus on tax compliance, cost-saving strategies, and CJCPA's expertise in financial management, highlighting practical solutions for businesses and individuals.
 - **Engagement Tactics**-Leverage interactive Q&A sessions, lead magnets such as free tax checklists, and email nurturing sequences to educate, build trust, and drive conversions.
-



Campaign Phases

Phase 1: Research & Planning

Audience segmentation, keyword research, and competitor analysis.

Phase 2: Setup & Execution

Google and Meta Ads launch, landing page optimization.

Phase 3: Optimization & Scaling

Performance tracking, bid adjustments, and A/B testing.

Phase 4: Retargeting & Expansion

Retargeting previous visitors and expanding lookalike audiences.



Analysis and Optimization

Monitoring Performance

Track key metrics such as CTR, conversions, and CPL to evaluate ad effectiveness and engagement levels.

Refining Ad Strategies

Optimize bid strategies, adjust targeting, and refine ad creatives to improve lead quality and campaign ROI.

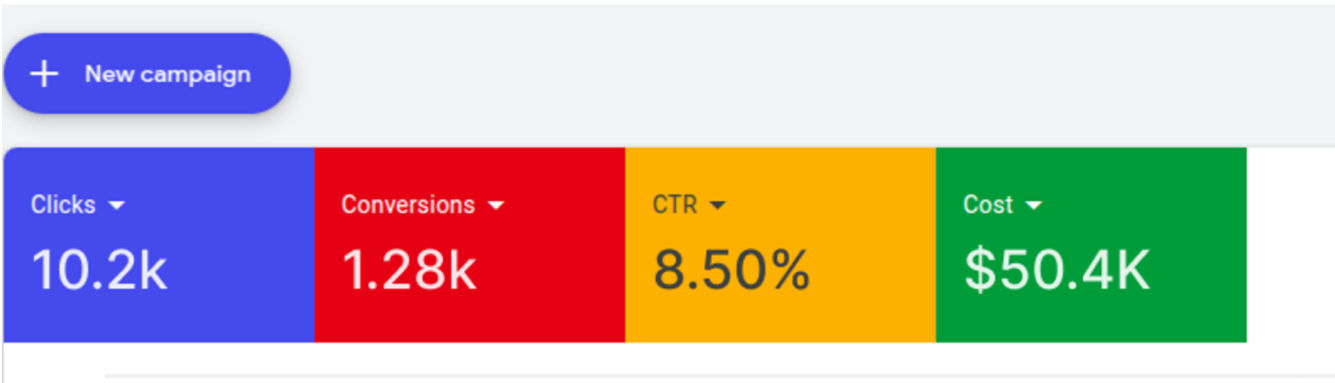
Enhancing Audience Targeting

Exclude low-quality leads, implement retargeting strategies, and expand lookalike audiences for higher conversions.



Campaign Details And Stats

- **Campaign Type:** Lead Generation
- **Campaign Goal:** Drive qualified leads at a lower CPL (Cost Per Lead)
- **Platforms:** Google Ads (Search, Display, PMAX), Meta Ads (Carousel Ads)
- **Budget:** CAD 51000 total (Daily Spend: CAD 500-1500)
- **Target Locations:** British Columbia, Canada (Abbotsford, Delta, Langley, Surrey, etc.)
- **Ad Formats:** Search Ads, Display Ads, PMAX, Carousel Ads
- **Audience Targeting:** Business owners, self-employed professionals, corporations, and individuals seeking tax and financial solutions.



Key Matrix

Metric	Value
Total Budget	51000\$(1700\$/per day)
Conversion	1275
Impressions (Average)	7000-10000
Cost Per Lead (CPL)	40\$
Conversion Rate	13%
CPC (Cost per Click)	\$5.24 (Range: \$3.69 – \$11.70)
CTR (Click-Through Rate)	6.03% (Peak: 3.42%)
Clicks (All)	10200



Key Takeaways

High-quality leads at an optimized CPL	Strong ROAS and budget efficiency.
Effective retargeting and landing page optimization.	A/B testing improved CTR and conversions.



Conclusion

- Successfully achieved lead generation, increased brand visibility, and built trust through a targeted Google Ads and Meta Ads campaign for CJCPA.
- Addressed CJCPA's goals by optimizing ad creatives and refining audience targeting, driving qualified leads and improving CPL.
- Continuing to explore strategies for scaling the campaign, expanding remarketing efforts, and optimizing targeting to capitalize on seasonal tax demand.