

4 Budget & Efficiency

- **Amount Spent:** A\$395.76
- **Estimated GST (10%):** A\$39.58
- **Total Amount:** A\$435.34
- **Cost per Message:** A\$6.71

Note: Very reasonable cost for generating leads in Melbourne, indicating a **high ROI potential**.

5 Conclusion

- The ad is **highly effective**, creating awareness and bringing in potential clients.
- Audience response is excellent, and the campaign is **on track to increase bookings and clinic visibility**.

 **Recommendation for Nurse:** - Track inquiries from messages to ensure follow-up and appointments. - Continue this ad strategy for sustained results.