

## **TASK 5. RECOMMENDATIONS**

1. Overall Marketing Strategy Optimization:
  - Leverage High-Performing Campaigns: Scale up Facebook campaigns with high CTR and Lead to Call rates.
  - Scale up Google campaigns with high Lead to Call rates, while focusing on improving CTR and Traffic to Lead rates.
2. Improve Underperforming Metrics:
  - Focus on enhancing the CTR and Traffic to Lead rates for Google Ads.
  - Work on increasing the Traffic to Lead conversion rate for Facebook Ads
3. Conduct regular competitor analysis to understand their strategies and adapt your own accordingly.
4. Collect and analyze user feedback to identify areas for improvement in the user journey and ad experience.
5. Create more engaging ad creatives using videos, animations, and carousel formats.
6. Experiment with different ad formats such as video ads, carousel ads, and slideshow ads to find the most effective ones.