

FACEBOOK ADS STRATEGY & CONVERSION FUNNEL

RIO SUPER MART

- META CONVERSION API
- HIGH-CONVERTING LEAD GENERATION FUNNEL
- FACEBOOK MARKETPLACE

Facebook Ads Strategy & Conversion Funnel for Rio Super Mart

≡ Text

My role. Meta Ads Specialist | Funnel Architect | Conversion Optimizer

Project description.

I worked with Rio Super Mart, an eCommerce brand in Bangladesh that sells healthcare products such as portable nebulizers, blood pressure monitors, glucose meters, and fire stop sprays.

The goal was to drive daily sales using Meta Ads with a very tight purchase cost target. I developed and executed a full-funnel Facebook ads strategy, optimized for both sales and lead generation to align with the Bangladeshi buying behavior.

What I Did

- ✓ Designed product-specific conversion funnels tailored for medical and safety devices
- ✓ Set up cold audience prospecting, video-view retargeting,

and catalog-based BOF remarketing campaigns

- ✓ Implemented Meta Conversion API for accurate tracking post-iOS14
- ✓ Shifted strategy to high-converting lead generation funnel with WhatsApp/phone closing
- ✓ Created Bangla-language creatives (image & UGC-style videos) to localize the brand voice
- ✓ Built retargeting audiences based on video engagement, website traffic, and form submissions
- ✓ Launched Facebook Marketplace + Group strategy to boost organic inquiries

Results

- 🚀 Increased daily leads by 3.5x within 7 days using Lead Ads + WhatsApp follow-up
- 🔥 Reduced cost per lead to under \$0.80, well below the \$2.50 target cost per purchase
- 🛒 40% of collected leads were converted through phone sales within 48 hours
- 📈 Facebook page engagement grew +220% from strategic creatives and audience targeting

Tools & Skills Used

Meta Ads Manager (Facebook & Instagram)
Conversion API Setup
Custom Audience & Retargeting
Funnel Design & A/B Testing
WhatsApp Commerce Strategy
Bangla Copywriting for Ads
Creative Strategy (UGC / Testimonial / DPA Ads)
Sales Optimization via Offline Conversion Tactics



Created
by



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Detailed
Report

