



# Attention Grabbing Media CASE STUDY

- NATIONAL E-COMMERCE BRAND -  
DR. ERIC BERG



*AGM Agency and Manuel Suarez are geniuses! Our revenue stats have been in affluence since working with him. We range from 700% to 1200% ROI every week with his Facebook and Messenger strategies.*

*He uses Facebook to grow my Amazon account and my numbers have been in screaming affluence. He is worth his weight in gold.*

*We get 100,000 subscribers and 12,000,000 new views on YouTube every 28 days. He really works and gives me way more than I am paying him.*

- Dr. Eric Berg

## CLIENT GOALS

Grow online sales so much that it would allow him to close his retail/medical office and replace his income completely. He also wanted to become an authority in his niche (Keto & IF) and grow his list of prospects and customers.

## ABOUT AGM

- Located in Clearwater, FL
- Facebook Agency Partner
- Certified ManyChat Experts
- Facebook Blueprint Certified

## ABOUT THE BRAND

Dr. Berg is a health educator who specializes in weight loss through nutritional and natural methods. Prior to working with AGM, he relied on SEO, FB Ads, postcard marketing and organic traffic from YouTube, none of which produced consistent or effective results.

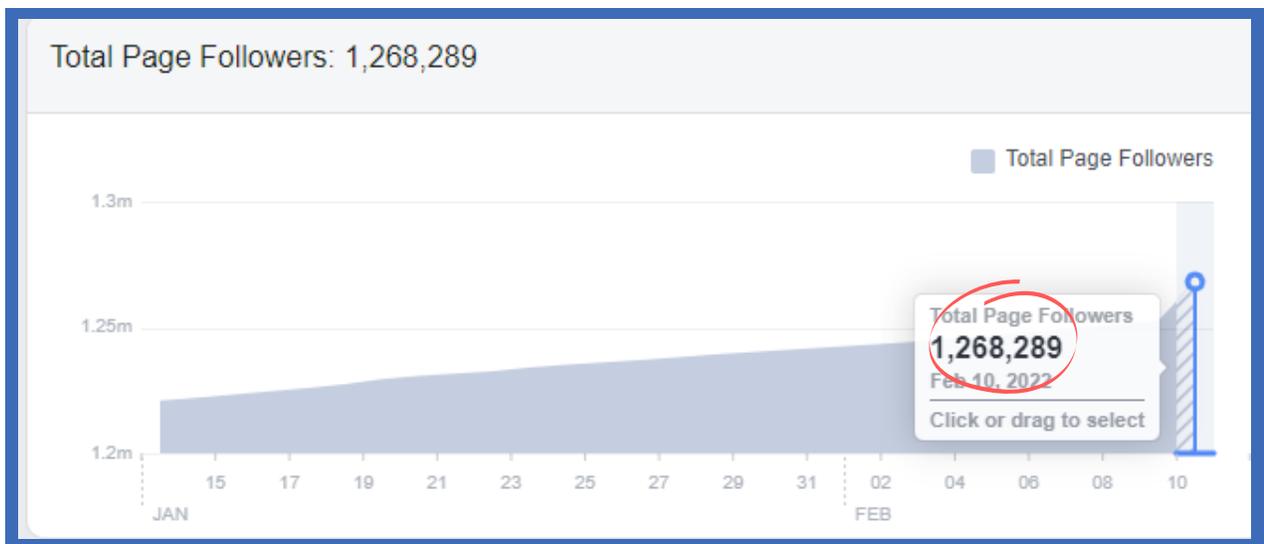
## THE STRATEGY

First, we enhanced what was working already (YouTube) through optimization of the channel and SEO. We applied the same successful actions to other social media platforms including Facebook and Instagram. As the audiences on these platforms increased, we then focused on list building using various lead magnets such as cheat sheets, free PDFs or educational mini courses, all delivered in exchange for personal information (email/phone). All new leads would then be put through a funnel of nurture messages and upsells.

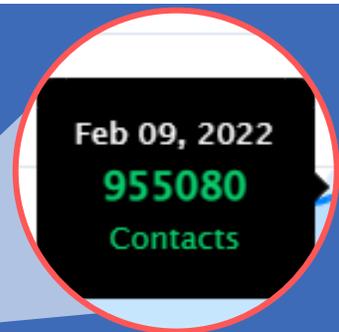
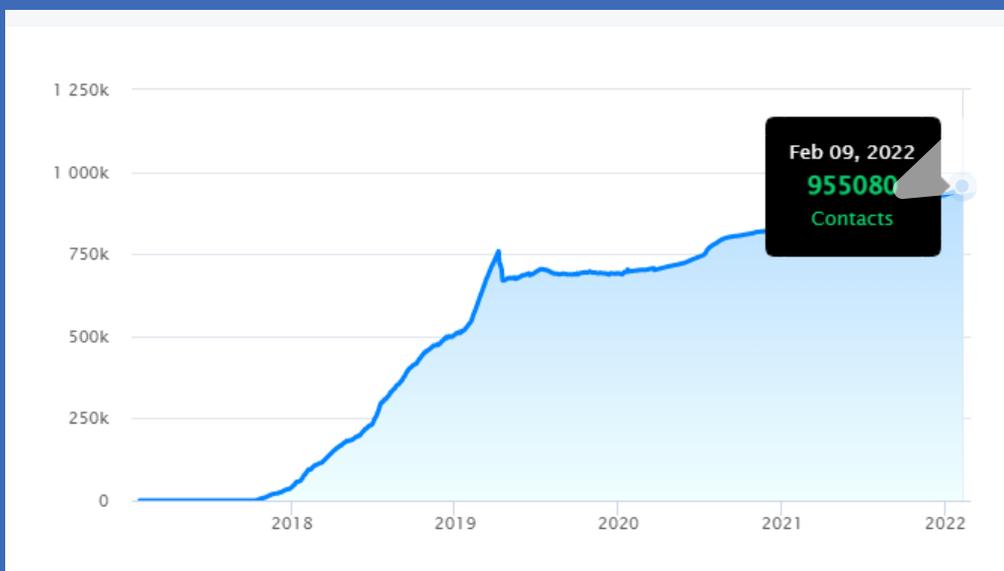
# SUMMARY OF RESULTS

- 250x increase in Facebook fan base
- 11.5x increase in YouTube fan base
- Average of 500-700% ROAs with FB & IG paid ads
- From 0 to 805K net Messenger subscriber growth
- \$100K additional monthly revenue from Messenger alone

## Facebook Growth

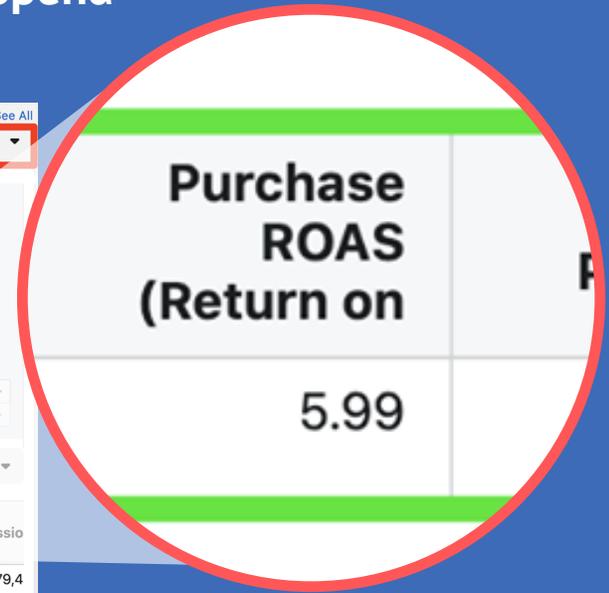
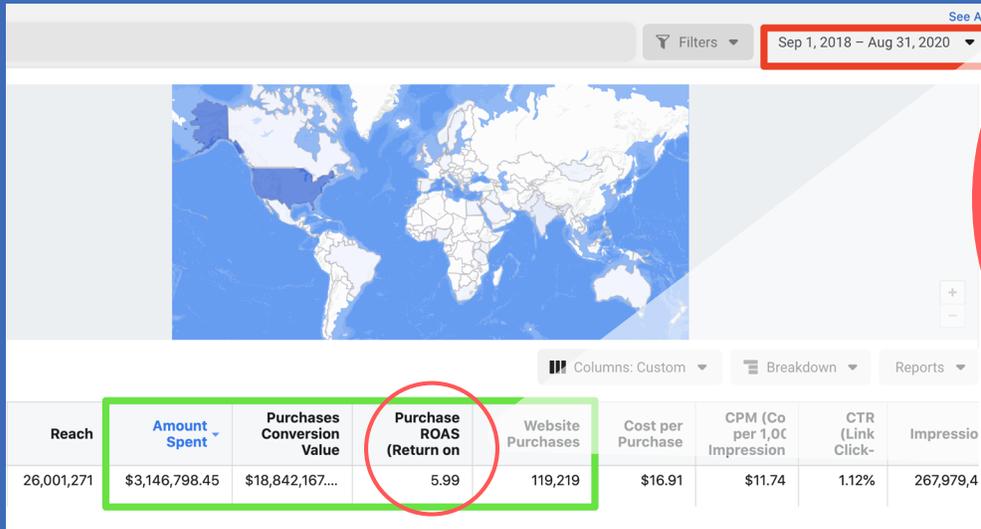


## Messenger Growth



# SUMMARY OF RESULTS

## Average Return on Ad Spend (From 2018 to 2020)



## YouTube Growth (From 2017 to 2022)

