

Meta Ads and Automations Case Study

Client Overview

This company is a wedding photography and videography company based in Plainview, Long Island, New York. The company specializes primarily in Indian weddings while also serving couples from other cultural backgrounds.

- Services: Wedding photography and videography
- Average package value: \$4,000 to \$15,000+
- Target audience: Primarily Indian weddings, with flexibility to work with other ethnicities
- Service areas: New York, New Jersey, and Atlanta

The Challenge

Before running Meta ads, this company relied mainly on past client referrals and wedding planner referrals to generate new business. While these sources produced high quality clients, lead flow was inconsistent and difficult to scale, especially during slower periods.

The primary goal was to generate more consistent leads and increase the number of booked weddings, particularly for upcoming 2026 dates.

The Strategy

Audience Building

We started with a Meta traffic campaign using existing wedding content to build warm and engaged audiences. This allowed us to retarget people who had already interacted with the brand before asking for their contact information.

Lead Generation Campaign

After building engagement audiences, we launched a Meta lead generation campaign using Instant Forms.

Key elements of the campaign included:

- Offer messaging focused on 2026 wedding dates filling up quickly
- Targeting across New York, New Jersey, and Atlanta

- Age range set to 20+
- Creative featuring real wedding footage and photography from past clients to showcase quality and cultural alignment

Leads were given the option, after submitting the form, to visit the website for additional validation.

Lead Follow Up and Automations

Once a lead submitted the Instant Form, they immediately received an automated email and text message prompting them to book a consultation call. In addition to the automations, the client personally followed up with each lead by phone to maximize conversions and booked calls.

This combination of instant automation and personal outreach ensured no leads went cold.

Results Over a 2 Month Period

- Approximately 240 leads generated
- Average cost per lead of around \$5
- Over 40 booked consultation calls
- 2 weddings booked during the campaign period
- Approximately \$1,200 in ad spend
- \$12,500 in revenue generated
- Estimated return on ad spend of 10x

It is important to note that wedding videography and photography services typically have a longer decision making process compared to immediate need services. Couples often take additional time to review quotes, compare options, and finalize decisions. As a result, not all conversions happen instantly, and additional bookings can continue to come in after the campaign period ends.

Client Feedback

“This is the most amount of leads and quotes we have ever sent in such a short period of time.”

“Would recommend Sleepless Advertising to any event service based company.”

Key Takeaways

Meta ads paired with strong creative and cultural targeting can produce consistent, high quality leads for wedding videography and photography businesses. When combined with fast automations and direct follow up, this approach builds both immediate results and a long term booking pipeline for high ticket services.