

ELEJIDOS Car Audio

Brand Repositioning · Website Development · Business Structure · SOPs · Sales & Marketing Funnels · Paid Advertising

AD VIEWS 10,358	UNIQUE VIEWERS 6,784	LINK CLICKS 139	CTR 1.5%	REEL PLAYS 8,420	
THRUPLAYS 919	3-SEC REEL PLAYS 3,125	POST ENGAGEMENTS 3,326	WEBSITE SESSIONS 791	UNIQUE VISITORS 561	AVG. SESSION 2m 4s
PAGE VIEWS 1,861	BOUNCE RATE 46%	TOP LOCATION Minnesota	GENDER AUDIENCE 90.1% Male		

OVERVIEW

ELEJIDOS Car Audio came to Mcast Studios as a talented car audio shop without the brand, structure, or systems to match their expertise. We didn't just run ads — we rebuilt the business from the inside out. From a single focused campaign to a full brand repositioning as a **premium car audio authority**, we gave ELEJIDOS the identity, infrastructure, and market presence to compete and win. The result: **10,358 ad views, 6,784 unique viewers, 8,420 reel plays, and 139 direct link clicks** from one campaign — driving **791 website sessions, 561 unique visitors, and an average session time of 2 minutes 4 seconds** on the newly built site, while laying the foundation for long-term growth through SOPs and a complete sales and marketing funnel.

WHAT WE DID

Brand Repositioning — Premium & Expert

ELEJIDOS had the skills. They didn't have the positioning. We reframed their identity from a local shop to a premium, specialist car audio destination — refining their visual identity, messaging, and tone of voice to attract a higher-quality customer and justify expert-level pricing.

Website Design & Development

We built a conversion-focused website from scratch that reflected the new premium brand standard. Clean, authoritative, and built to turn visitors into booked appointments — the site drove 1,861 page views, 791 sessions, and 561 unique visitors with a healthy 2-minute average session time, proving the content held attention.

Business Structure & SOPs

We documented and systematized the way ELEJIDOS operates — building Standard Operating Procedures that created consistency in customer experience, service delivery, and internal workflows. This gave the team a repeatable playbook to scale without losing quality.

Sales & Marketing Funnels

We architected a full funnel — from first impression to closed sale. Top-of-funnel ad creative drove awareness, mid-funnel content built trust and authority, and bottom-funnel touchpoints converted interested prospects into paying customers. Every step was intentional.

Paid Advertising — Single Campaign

One campaign. 10,358 views. 6,784 unique viewers. 8,420 reel plays. 139 direct clicks at a 1.5% CTR. Ads ran across Facebook Feed, Facebook Reels, Instagram Reels, Instagram Feed, and Stories — targeting a core male audience (90.1%) aged 35–44 in the Minnesota market.

WEBSITE PERFORMANCE — JAN 20 TO MAR 9

Measure: Site sessions



Date	Page views	Site sessions	Unique visitors	Bounce rate	Avg. session ...
Summary	1,861	791	561	46%	2m, 4s

Wix Analytics — 1,861 page views · 791 sessions · 561 unique visitors · 46% bounce rate · 2m 4s avg. session (Jan 20 – Mar 9, 2026)

T-Mobile 4:17 PM

Ad results

Share

See all previews

Results from this ad ⓘ

Link clicks	Views
139	10,358
Viewers	
6,784	

View ad insights

Help Us Improve

Are you satisfied with this ad?

No Yes

Ad results — 139 link clicks · 10,358 views · 6,784 viewers

T-Mobile 4:17 PM

Ad insights

More ad insights

Post engagements ⓘ

3,326

- Post reactions | 35
- Post comments | 7
- Post shares | 13
- Post saves | 7
- Link clicks | 139
- 3-second reel plays | 3,125

Clicks ⓘ

Boost again

Post engagements — 3,326 total · 3,125 reel plays · 139 link clicks



Ad insights

Reel ⓘ

Reel plays	8,420
ThruPlays	919
Reel average play time	0s
3-second reel plays	3,125

More ad results

[See all](#)



These ad insights were created when you boosted a post. See the post to compare ad and organic insights.

[See boosted post](#)

Completed

Publicación: "Warm car.
Zero stress."
Nov 29, 2025 - Dec 3, 2025

[See results](#)

[Boost again](#)

Reel metrics — 8,420 plays · 919 ThruPlays · 3,125 3-sec plays



Ad insights

7

Link clicks

139

3-second reel plays

3,125

Clicks ⓘ

Link clicks

139

CTR (link click-through rate)

1.5%

Facebook likes ⓘ

5

Reel ⓘ

Reel plays

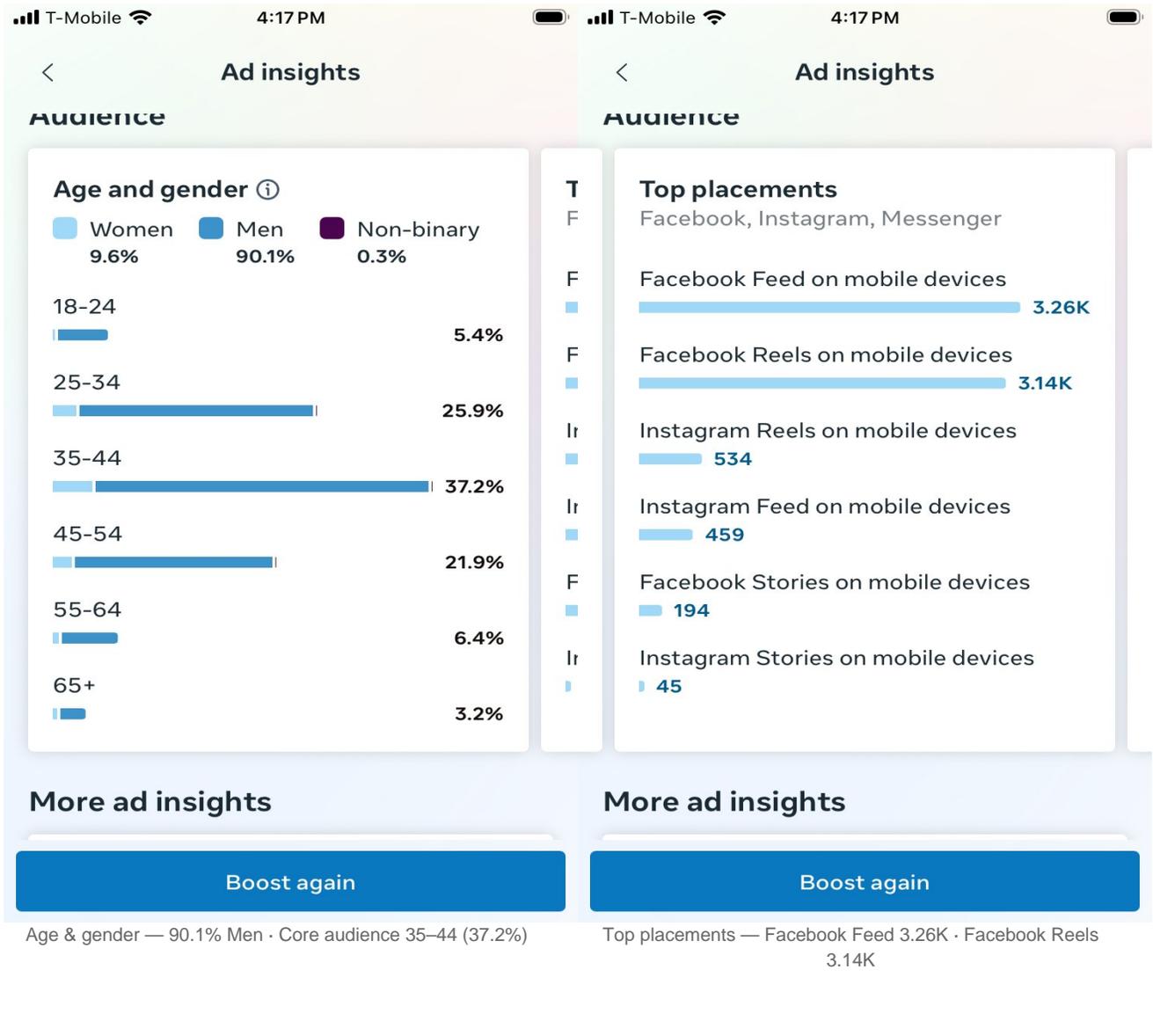
8,420

ThruPlays

919

[Boost again](#)

Clicks — 139 link clicks · 1.5% CTR



THE RESULT

With just one campaign, ELEJIDOS Car Audio stepped into the market as a premium brand — not a local shop trying to compete on price. The ad creative reached over 6,700 unique people, generated 8,420 reel plays, and sent 139 qualified visitors directly to the new site. That traffic translated into 791 real website sessions with visitors spending over 2 minutes on average — a clear signal of genuine interest. More importantly, the work beneath the surface — the website, the SOPs, the funnels, the brand positioning — gave ELEJIDOS a foundation built to scale. One campaign was just the beginning.