



EAGLE
DESIGN
CREATIVE AGENCY

WE ARE A SMALL, POWERFUL TEAM THAT SPECIALISES IN **BRANDING, DESIGN, WEBSITES, VIDEOGRAPHY, SEO AND SOCIAL MEDIA**

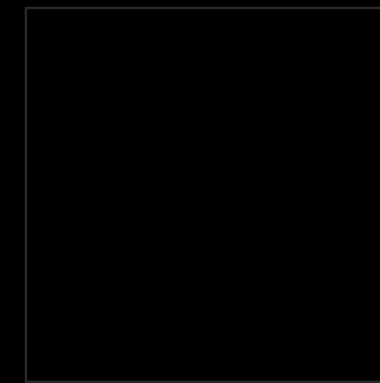
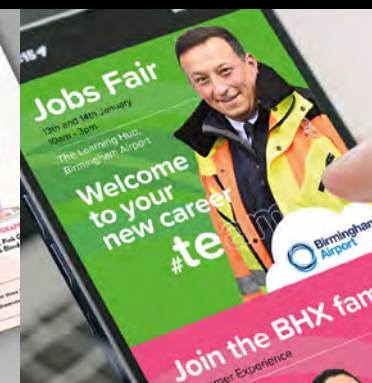
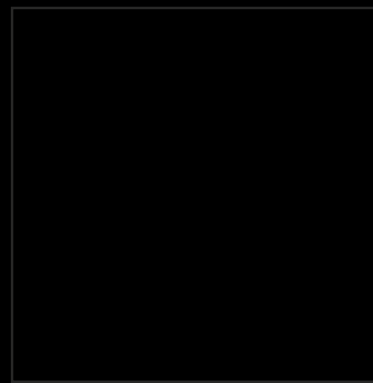
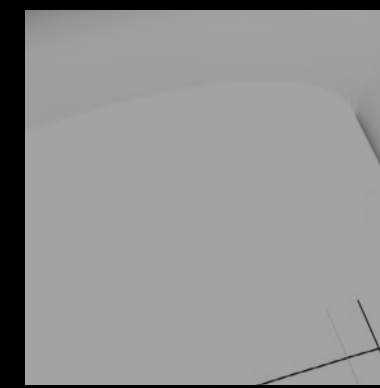
Based in the heart of the West Midlands we pride ourselves on the added value that we provide to our loyal clients. We take the time to engage with each individual client, to provide strategic and delivery advice on all aspects of your visual marketing requirements from graphic design to promotional video or impressive web sites.

With **over 30 years** creative design and marketing experience our team, guarantees that each project is handled with professionalism and the required attention to detail ensuring that your brand's image

- > BRANDING/BRAND CREATION
- > GRAPHIC DESIGN FOR PRINT
- > WEB DESIGN
- > VIDEO PRODUCTION
- > MARKETING

is kept current and stands out from your competition within today's modern ever changing business world.

Our comprehensive portfolio demonstrates a selection of some the projects that we have had the pleasure to work on.



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CASESTUDY

River Canal Rescue – A Meta Campaign Success Story

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When River Canal Rescue [RCR] approached us to help raise awareness for their 25th Anniversary celebration, they knew they needed more than just a few Facebook posts. They wanted visibility, energy, and impact—something that would cut through the noise and actually get boaters and local families excited. We delivered just that, and then some.

In just under a month, our paid Meta campaign helped RCR generate more than 120,000 views, a 45.8% increase in reach, over 1,300 content interactions, and a staggering 543.7% increase in page follows. But the real win? Their audience wasn't just watching—they were engaging, connecting, and coming onboard.

Here's a closer look at how we made it happen.

The Challenge

RCR's 25th Anniversary was a landmark moment. They wanted to bring together two key groups: their loyal boating community and local families who might not yet know their brand. But with limited time and budget, the campaign needed to work hard—and fast.

While RCR had a presence on Facebook, they hadn't yet harnessed the power of paid ads. They had great stories, compelling offers, and a passionate audience, but they needed a strategy to bring it all together.

The Strategy

We started by aligning every part of their marketing toward one clear goal: event awareness.

Rather than relying on scattered posts or generic ads, we created a cohesive

campaign with a single narrative and outcome in mind. Everything—from the visuals to the copy to the targeting—was tailored for the 25th Anniversary message. And most importantly, all content pointed people to the same outcome: showing up and celebrating with the RCR team.

We chose Facebook as the sole ad platform, given RCR's existing presence and the likelihood of reaching both canal enthusiasts and local community members.

The Execution

Before launching the ads, we carried out detailed prep work: testing hooks, drafting multiple angles, identifying key audiences, and refining messaging.

We created a suite of highly engaging creatives, rooted in storytelling and community values. Whether it was a powerful stat about the number of rescues performed or a throwback to RCR's early days, each piece served a purpose.

We implemented laser-focused audience targeting, ensuring we reached both boating fans and the right postcode demographics. And we scheduled the ads in a way that built momentum leading up to the event.

The Results

The numbers speak for themselves:

- 120,761 views [up 30.5%]
- 56.2K Facebook reach [up 45.8%]
- 1,282 content interactions [up 106.7%]

- 454 new follows [up 543.7%]
- 343 net new followers [up 512.5%]

Even more importantly, the quality of engagement skyrocketed. Content interactions from followers alone jumped by 132.5%, while those from non-followers rose by 77.8%. This confirmed that our campaign wasn't just reaching people—it was resonating.

What started as an awareness campaign became a catalyst for community connection, strengthening RCR's digital presence beyond the event itself.

What Made It Work

1. Smart Targeting: We didn't just target broadly—we honed in on the boating lifestyle and hyperlocal families. That precision paid off.
2. Strategic Preparation: The time invested before hitting 'publish' made all the difference. We weren't guessing—we were launching with intention.
3. Unified Messaging: Every post, every ad, every story was tied to the same mission. That consistency amplified visibility and trust.

Overcoming Assumptions

Too often, businesses underestimate the speed and power of paid Meta ads. This campaign proved what's possible with the right prep and execution—even with a modest budget and a tight window.

With just £300 and under a month of activity, RCR outperformed many campaigns with 10x the spend. It was a clear reminder that results don't always come from big spends—they come from strategic ones.

What's Next for RCR?

This campaign was just the beginning. Off the back of this success, we're now helping RCR roll out a structured funnel strategy including a lead magnet, email nurture sequence, and a member engagement campaign.

Next up? A targeted questionnaire campaign to gauge interest in a members-only annual boating event—backed by the same system-driven strategy that made this campaign a success.

And if you think this campaign was good, just wait until you see what happens when it's combined with email automation and real-time survey feedback.

Final Thoughts

Helping RCR elevate their voice and connect with their audience in a meaningful way is what great marketing is all about. It's not just about likes and clicks—it's about building relationships, driving action, and setting the stage for long-term growth.

If you're wondering whether a Meta campaign can work for you—the answer is yes. But only if it's done right.

And if you're ready to do it right, you know where to find us.

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PROJECT STATS:

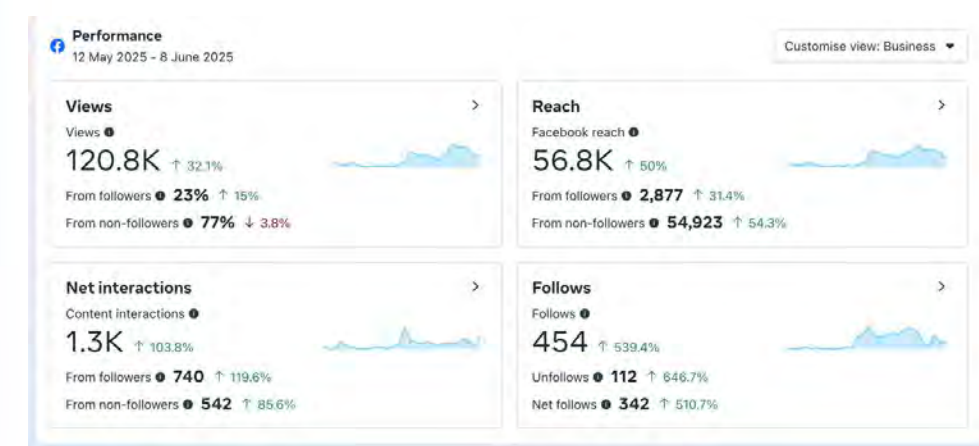
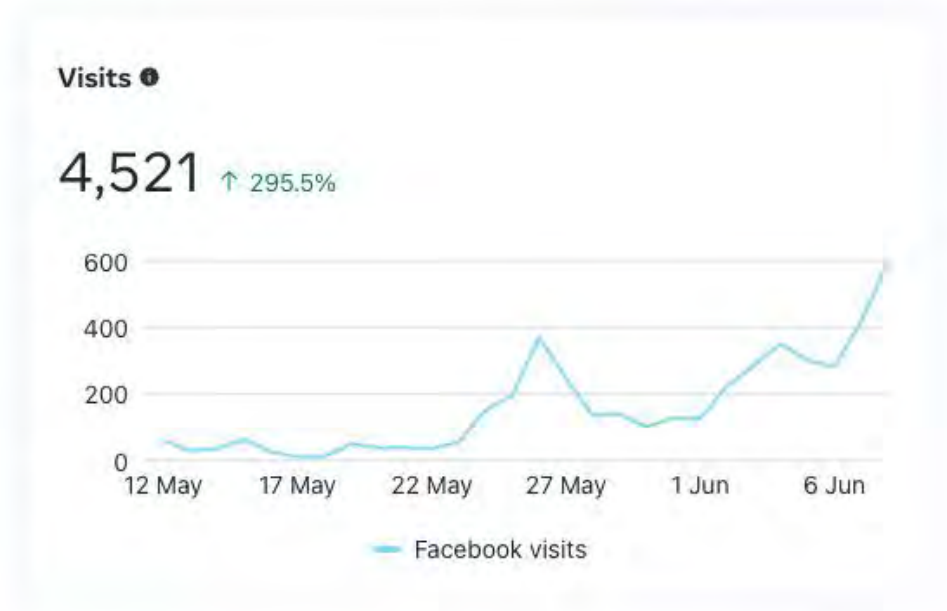
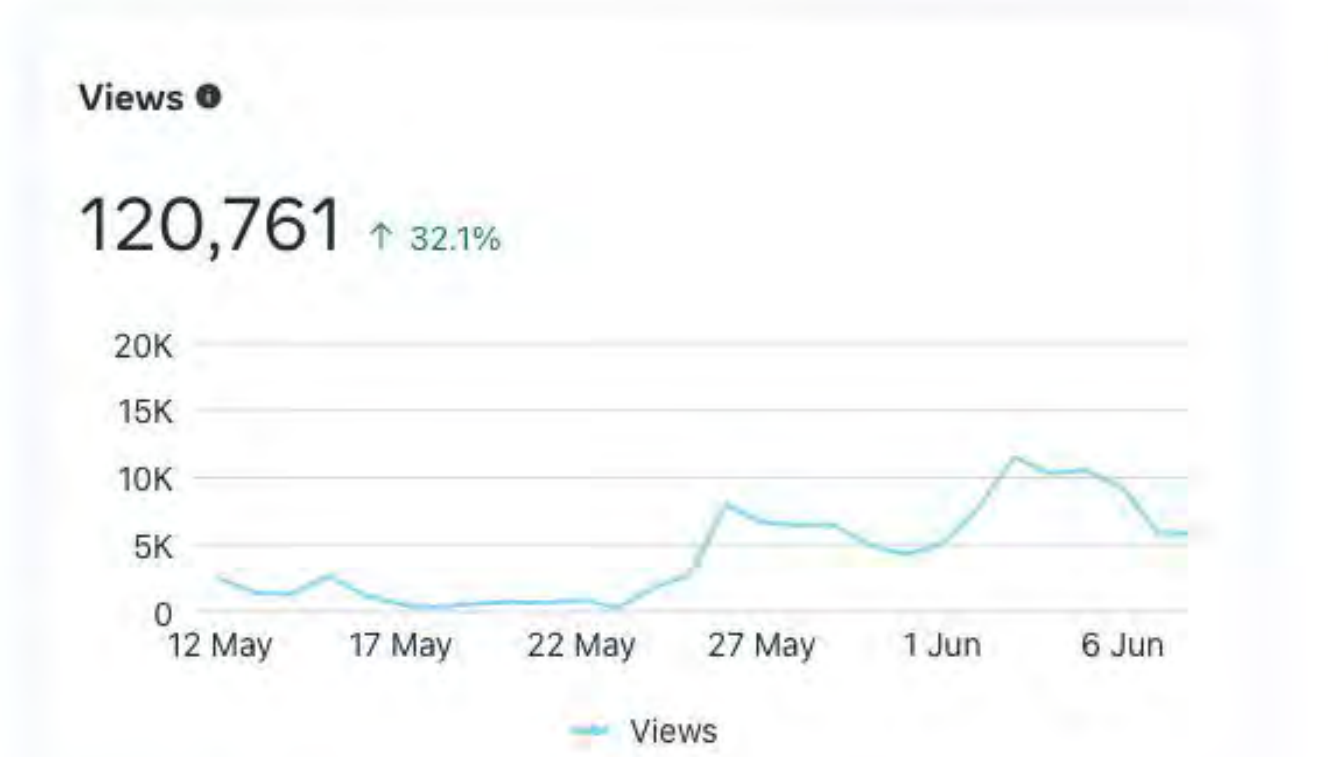
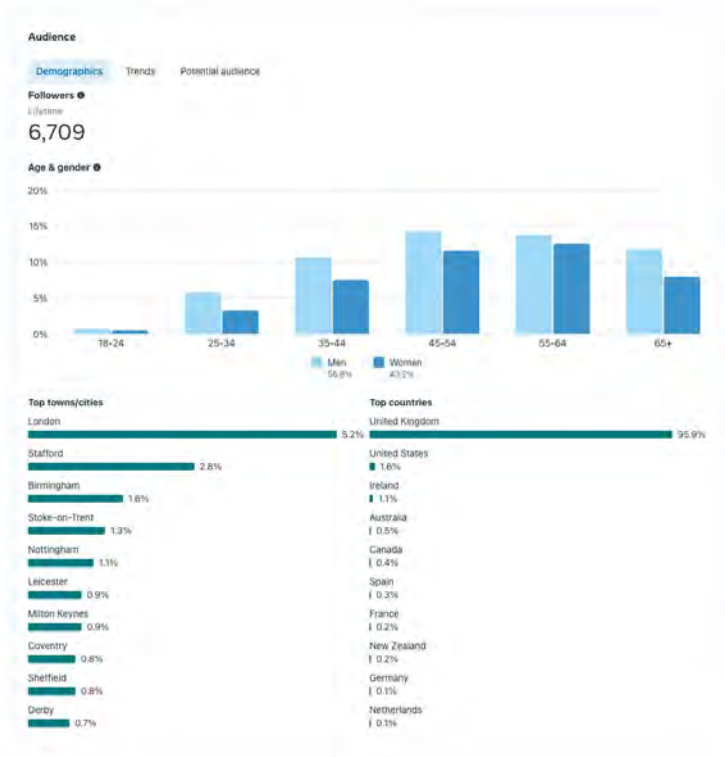
454 New Followers

4521 New site visits

1,282 Content Interactions

120,761 Campaign Views







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