



**My2tor is an online secondary education tutoring company based in Naperville, IL.**

**Services Provided:** Digital Advertising (Facebook)

**Goals Achieved:** Lead Generation (B2C), High Ticket Promotion

**Key Highlights:** Implemented successful Facebook Advertising campaigns to decrease company's cost per lead from \$75.00 to under \$7.00. Hundreds of leads were generated for less than \$7.00 per lead for the company's high ticket online ACT Test Tutoring Program.

<https://my2tor.com/>

