

Facebook Advertising

PINE CREEK STRUCTURES

Facebook advertising allows businesses of any size to customize ads and serve them to a targeted audience within their platform as well as on Instagram. 51% of all internet users are on Facebook making it a popular destination online.

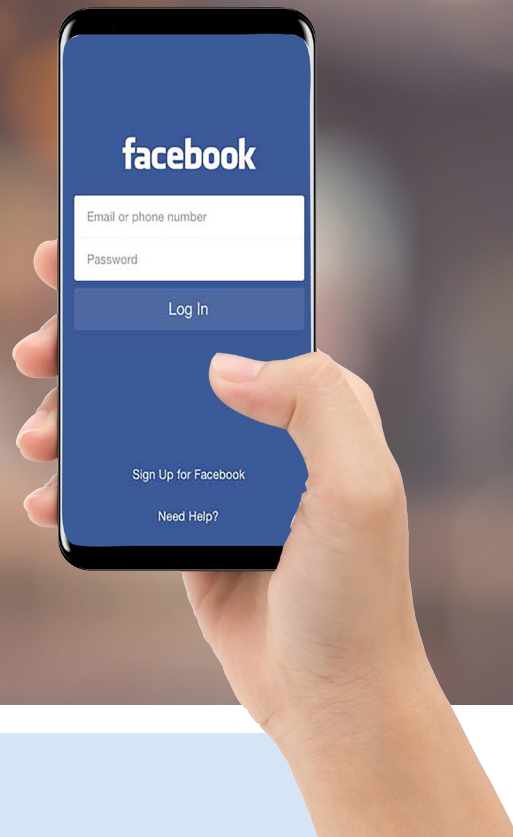
OBJECTIVE

Increase foot traffic to an open house event and curate a list of emails for future outreach.

SOLUTION

The Facebook ad campaign consisted of two different objectives. The first one increased event awareness and directed audiences to a landing page with detailed event information. The second campaign prompted audiences to sign-up for giveaway prizes in advance by entering their name, email, and zip code.

This particular strategy allowed us to not only increase exposure and awareness of the open house event but capture leads to potential clients—giving our customer the opportunity to nurture relationships with those individuals in the future.



RESULTS

Following a 2 week, \$800 campaign, the client reported that the number of people and revenue at the event doubled from the previous year and believed the targeted Facebook ads contributed greatly to their success.

Reach 29,514
Clicks 788
Email Leads 88
Attendees 100%
Ad Spend \$800
Revenue \$100k+
ROI 124%



Lead generation ad

Clicks to website ad