

FACEBOOK ADVERTISING

The Furniture Gallery

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.

RESULTS

- Increased Organic Post Reach: 199 New Page Likes
- Consistent Facebook Presence: 4 Posts per Week Scheduled by DBCi.

Objective

An unfinished furniture store was looking to improve the quality and regularity of their Facebook posts and to increase their audience on that particular social media platform.

Solutions

Using DBCi's Social Suite product, the business owner worked with their DBCi Digital Concierge to develop a strong content schedule that speaks to the target audience of the client. A 30-day Facebook Ad campaign was created to increase the 'likes' on the stores page and therefore

