



Facebook Ads



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

- The goal of the campaign was to promote Wendy Smith as a knowledgeable mortgage expert that was available to assist with local real estate transactions.

Solution

- Wendy Smith, a local Mortgage Specialist with New Penn Financial, worked with DBCi to conduct a Facebook Advertising Campaign that targeted Real Estate Professionals in the area surrounding Rehoboth Beach, Delaware.

Call to Action

- The campaign drove clicks to Wendy's landing page within the New Penn Financial website.

Measurement of Success

- 20, 191 People Reached
- 245 Website Clicks

