



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

- A 1 month BRANDING campaign for two Integrity Real Estate locations in Cecil & Harford County, Maryland.

Solution

- Promoted 2 different ads. All with a similar branding message but different images that were “eye catching” to grab home buyers attention
- Targeted people living within Cecil County and Harford County, Maryland who were 18+

Call to Action

- Potential customers were drawn to the localization of the ad and the line, Find New Listings that aren't on Zillow or Trulia. Ads featured local water related images (Pre-Approved by Facebook)
- LEARN MORE button used on ad

Measurement of Success

- Impressions: 94,988
- Clicks to the website: 1815
- Campaign CTR: 2.17%
- Avg. Cost per Click: \$0.27
- Post likes: 160
- Post Shares: 16
- Page likes: 2

