

# the client

SOUTH FLORIDA FIREARMS TRAINING COMPANY

# target market

SOUTH FLORIDA BASED POTENTIAL CUSTOMERS

# the goal

INCREASE FACEBOOK PAGE (2 PAGES) LIKES AND ENGAGEMENT

# the strategy

- FACEBOOK ADVERTISING
- MAXIMIZING VERY SMALL BUDGET
- DEPLOYING APPROPRIATE ADS AS FIREARMS RELATED ADVERTISING IS FORBIDDEN/LIMITED ON FACEBOOK

# the results

- RAN A TOTAL OF 3 ADS ACROSS 2 PAGES WITHIN 7 DAYS
- SPENT \$6.93 USD
- ACQUIRED 62 NEW LIKES AT \$0.11 PER LIKE, MASSIVE RESULTS IN ENGAGEMENT AND REACH

The screenshot shows the Facebook Ads Manager interface. The 'Ad Accounts' section displays one active campaign with a total spend of \$6.93. The 'Pages' section shows two pages with the following performance metrics:

Page	Page Likes	People Reached	Post Engagements
[Redacted]	14 <span>+100%</span>	1,297 <span>+2,347%</span>	253 <span>+2,200%</span>
[Redacted]	48 <span>+243%</span>	233 <span>+3,229%</span>	44 <span>+239%</span>