

# FACEBOOK ADVERTISING

## Bethany Travel

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

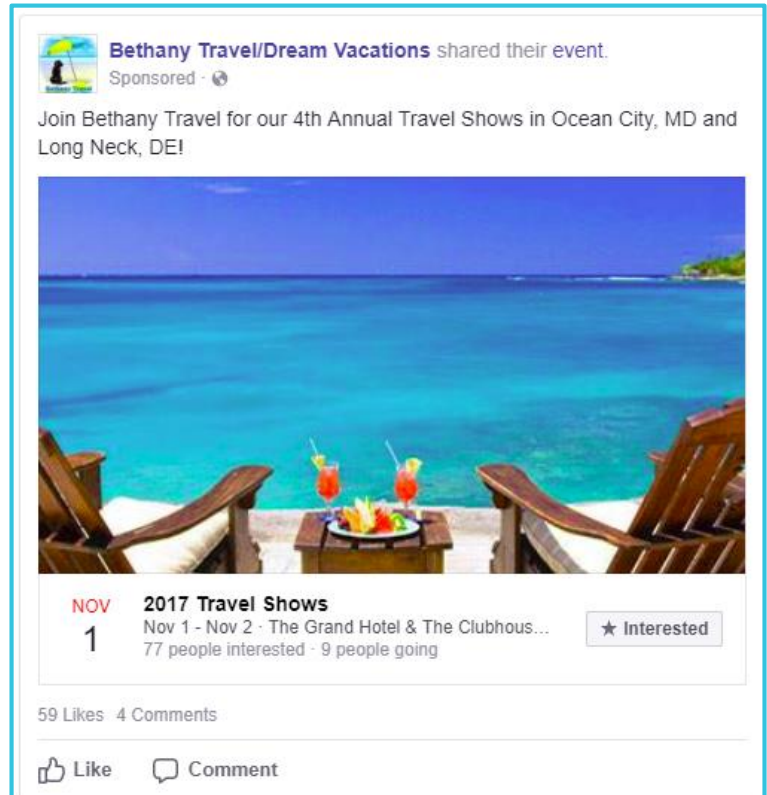
- 89 Event Responses
- 98 Link Clicks
- 3,777 People Reached
- 9,954 Impressions
- 13 Page Likes
- 59 Post Reactions



### Objective

A local travel agency wanted to increase attendance at their multi-location annual travel show.


### Solutions

DBC Interactive partnered with Bethany Travel to launch a radio and Facebook advertising campaign for the events. Ads were served to a target audience of frequent travelers within a 30 mile radius of the events.





 **Bethany Travel/Dream Vacations** shared their event. Sponsored · 

Join Bethany Travel for our 4th Annual Travel Shows in Ocean City, MD and Long Neck, DE!



**NOV 1** **2017 Travel Shows**  
Nov 1 - Nov 2 · The Grand Hotel & The Clubhouse...  
77 people interested · 9 people going

59 Likes · 4 Comments

 Like  Comment