

# FACEBOOK ADVERTISING

## Passwaters Landscaping

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

- **People Reached:** 4,899
- **Clicks:** 220
- **Cost Per Click:** \$0.45



### Objective

To promote a paver patio special for a landscaping company serving all of Sussex County, Delaware.

### Solutions

A Facebook advertising campaign that targeted homeowners/potential customers in the company's service area that had an interest in outdoor living and/or home improvement.

