



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

- Wicomico County Education Association wanted to promote their new Time To Learn campaign which is an effort to reduce standardized testing in their public schools.

Solution

- Wicomico County Education Association worked in conjunction with DBCi to create a Facebook Ad that targeted parents and educators living in Wicomico County, Maryland.

Call to Action

- The Ad prompted parents and educators to learn how they could help reduce testing by visiting a landing page dedicated to the issue.

Measurement of Success

- 365 Website Clicks
- 10,125 People Reached
- \$0.93 per Click
- 696 Unique People Taking Action
- 55 Page Likes
- 5 Comments
- 53 Shares

