

Increasing Facebook Presence in Specific Markets

A hotel wanted to increase their international fan base on Facebook.

OUR SOLUTION

- 1 Set-up monthly Facebook campaigns that target users in specified countries.
- 2 Monitor and optimize campaigns on a monthly basis to maximize results.

In one year...

63,949

USERS
REACHED

2,200

PAGE LIKES
GAINED

+132%

INCREASE IN
PAGE LIKES YOY

RETURN ON INVESTMENT*

\$8 : \$1

**Assuming that 1 out of every 10,000 users reached booked a room at the lowest average daily rate and stayed a total of 2 nights. Campaign budget was \$35/ month (\$420 for the year).*