

In an effort to stay ahead of the changes that Facebook is making to brand pages, we developed a new Facebook page for Joe's Crab Shack Eat at Home Meals complete with Custom Welcome Tab, Dynamic Profile Picture, and Rotating Coupon Tabs.

Joe's Fan Base had been hovering around 30-40 people for a few weeks after creating the page. To build a solid fan base for the new page, we decided to run Facebook Ads for a week's time. The total budget for the ads would be \$200.

Goals

Increase awareness of Joe's Eat at Home through Facebook Ads.

Identify the demographic that responds best to Joe's Eat at Home Messaging.

Drive Traffic to Website through Facebook.

Blueprint

Because Joe's Crab Shack Official Page has a solid fan base, we decided to leverage their popularity to raise awareness about the new Joe's Eat at Home Meals and encourage fans to like Joe's Eat at Home's Facebook Page.

Results

Through our image & text, we were able to capture the attention of the fans of Joe's Crab Shack Official to: exponentially grow our fan base; drastically increase the daily amount of likes during the time of the ads; drive substantial traffic to our website; gather solid data about the consumer that is most attracted to our brand; and generate sales.

Highlights

Through Facebook Ads, we were able to:

Increase our overall likes from 37 fans to 1,057 fans.

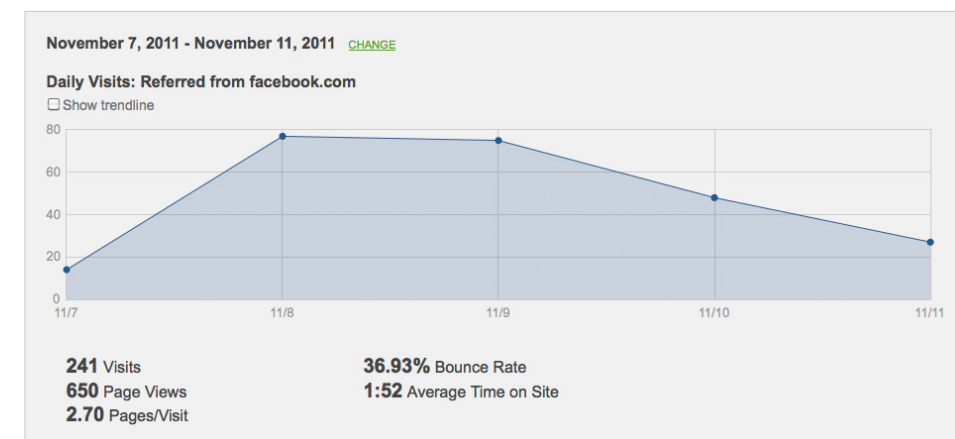
Increase the amount of New Likes for Joe's Facebook Page by 21,200%.

Drove 241 unique visits to the website.

Identify the demographic that is most attracted to our brand as primarily women, ages 35-44.

Generate brand awareness and sales with consumers who were unaware of the brand.

Through the ads, Joe's was able to increase their "likes" by 21,200%



JoesEatAtHome.com had 241 unique visitors as a result of the ads.

