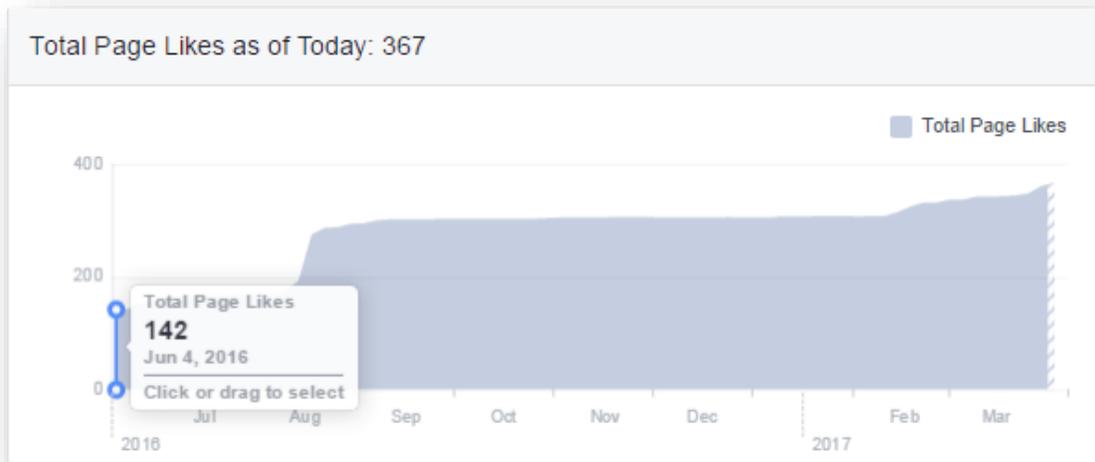
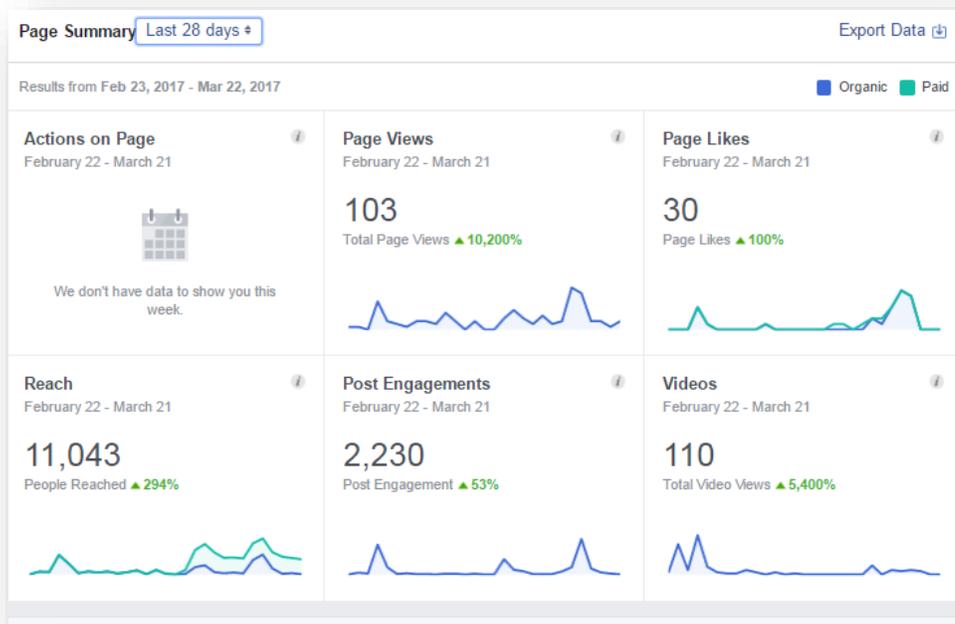


Burtch Seed came to Brand It Marketing with the realization that the way consumers are buying products and finding companies is changing. They were looking to increase their brand awareness online, specifically with their social channels to increase sales and foot traffic in the business. Burtch Seed began working with Brand It Marketing on their social efforts in June 2016, and recently (March 2017) started to increase their social media efforts. From June 2016 to March 2017, Burtch Seed has seen an increase in overall traffic to the web site from social channels, experiencing a healthy **157.14%** increase. All of this social traffic has come directly through Facebook, Burtch Seed's primary social channel.



Burtch Seed has also seen a nice, steady increase in overall brand awareness, doubling their page likes organically in less than a year from **142 page likes** in June 2016 to **367 page likes** in March 2017.



Burtch Seed continues to see strong increases across the board in page views, page likes, overall brand reach, and post and video engagement from month-to-month.

Ad Campaign Results



With a budget of \$35.00, Burtch Seed was able to run a targeted Facebook ad to increase their overall page likes. The ad reached 1,561 people, and resulted in 94 page likes –a significant increase in overall brand awareness. Each page like equated to a cost of \$0.37, with a healthy result rate of 5.41%.



With a budget of \$100.00, Burtch Seed decided to run an ad geared toward increasing brand awareness around their 2016 Wheat Campaign. The ad ran for 18 days, and reached a total of 38,367 people. The ad campaign resulted in 2,800 people taking action or engaging with the campaign, equating to a cost of \$0.04 per engagement.