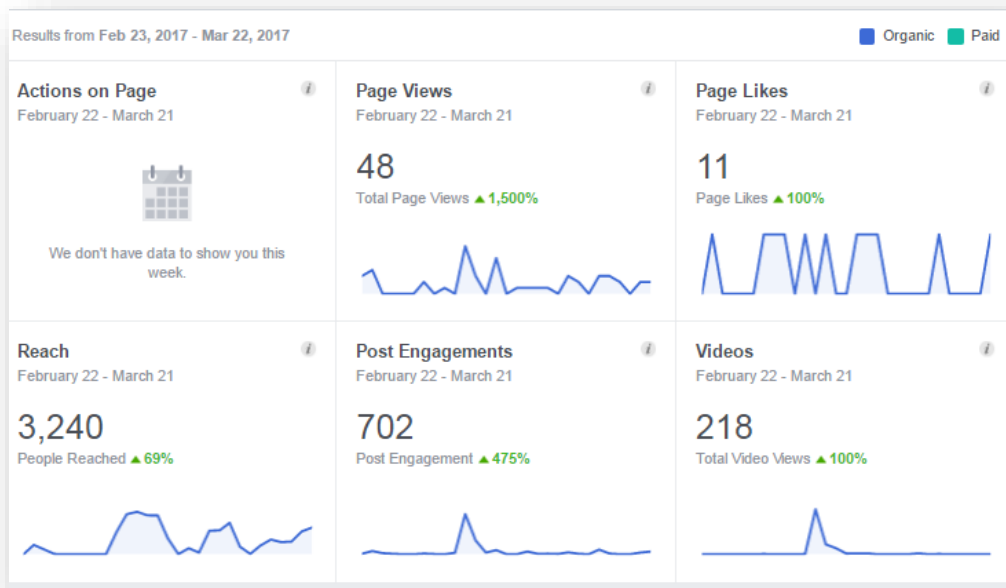


Advanced Biological Marketing (ABM) was looking to increase their overall Brand Awareness and drive more traffic to the website via all channels, including social media. From February 2017 vs February 2016, ABM has seen a **277.78%** increase in overall traffic to the website from all social channels. This overall increase can be attributed to the increase in branding cohesiveness, active engagement on all social channels, and the distribution and sharing of relevant, industry-specific articles.

In regards to channel-specific increases, ABM has seen the following progress:

- LinkedIn = **33.33% increase**
- Twitter = **200% increase**
- Facebook = **800% increase**



ABM is continuing to see a constant increase in engagement, brand reach, and page likes from month-to-month.

Ad Campaign Results



With a budget of \$100, ABM was able to run a targeted Facebook ad, focused on increasing brand awareness. The ad was targeted toward 23 different states in the U.S., and ran for a total of 27 days. The ad reached 48,419 people, and had 3,800 people take action or engage with the ad. Each interaction with the ad cost \$0.03, equating to very inexpensive advertising costs for the results received.