



How to Increase Website Traffic Via Facebook by 35% -- Even in a Challenging Marketplace

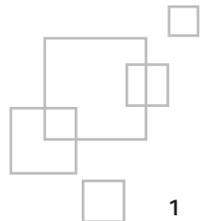
Taylor Studios, a national, award-winning design studio, has been successfully planning, designing and fabricating exhibits for its customers for the last 25 years. Their developed processes, excellent project management, and top quality creative designs have allowed them to deliver exhibits that are built to last.

In 2015, Taylor Studios hit a plateau of organic website traffic. With traditional marketing techniques, Taylor Studios continued to meet new clientele over the years, but decided to head online in 2016 to test the social media waters. Working with B Squared Media, the Taylor Studios team looked to expand their reach farther with organic social media and Facebook advertising.

Facebook advertising helped increase website traffic by almost 50% year-over-year. Being a creative company at its core, Taylor Studios came to the partnership with seemingly endless artistic assets for digital use. The team at B Squared Media started with an organic strategy and then slowly added Facebook Advertising to the media mix. After testing different ad types, including the then-newly released Lead Forms, success was found by increasing website traffic via social media from just 4% to over 40%.

How we made it work

- B Squared Media utilized a combination of ad traffic goals and destinations to ultimately bring more traffic to the website.
- Tested advertising goals to include filling open jobs, driving potential customers to landing pages and downloadable resources, and general traffic.
- Adjusted targeting multiple times over the 6-month lifetime of these ads, which resulted in increased clicks.
- Experimented with broader demographic and psychographic targeting, and the conversion rate was not affected negatively.
- Discovered additional demographics with interests in the Taylor Studios brand and service offerings, which can be considered in the future for expanded offerings.





Results



Since beginning Facebook Advertising with B Squared Media:

- Sessions increased 43.17% (23,592 vs 16,478)
- Users increased 56.61% (19,767 vs 12,662)
- Pageviews increased 13.26% (40,668 vs 35,908)
- Goal Completions increased 50.02% (16,721 vs 11,146)



“Working with B Squared Media is like working with a seasoned staff member. Helpful, creative, and results-driven, they are just plain fun to work with. In less than a year we’ve seen our website traffic via social media increase from 4% to over 40%.”

Samantha Osborne
Marketing Manager, Taylor Studios Inc.



“Working with B Squared Media is a delight. We operate in a challenging marketplace and B Squared has seamlessly captured our brand and personality, and produced astounding results.”

Betty Brennan
President, Taylor Studios Inc.

Ready to Think Conversation with B Squared Media?

A simple hello can lead to a million things.
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