



How To Increase Website Traffic via Facebook By 35% - Even In A Challenging Marketplace

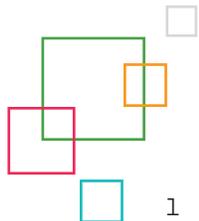
Taylor Studios is a national, award-winning design studio that has successfully planned, designed, and fabricated exhibits for the last twenty-five years. Their developed processes, excellent project management, and top-quality creative designs have allowed them to deliver exhibits that are built to last.

In 2015, Taylor Studios hit a plateau with their organic website traffic. After implementing traditional marketing techniques to accumulate new clientele, they decided it was time to test the social media water in 2016. Taylor Studios partnered with B Squared Media to help expand their reach through organic social media and Facebook advertising.

After implementing Facebook advertising and organic social media management, B Squared Media improved Taylor Studio's website traffic by almost 50% year-over-year. A creative company at its core, Taylor Studios came to the partnership with endless artistic assets for digital use. B Squared Media's team began with an organic strategy and slowly expanded by adding Facebook advertising to the mix. After testing the various ad types, including the then newly released Lead Forms, success was achieved by increasing website traffic via social media from 4% to over 40%.

How we made it work

- **Drove traffic to the website.**
Utilized a combination of ad traffic goals and destinations.
- **Tested advertising goals.**
This included filling open jobs, driving potential customers to landing pages and downloadable resources, and general traffic.
- **Increased clicks.**
Adjusted target audience multiple times over the 6-month lifetime of these ads.
- **Expanded future offerings.**
Discovered additional demographics with interests in the Taylor Studios brand and service offerings, which can be considered down the road 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 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.
bsquared.media | info@bsquared.media

