



Her World Media

<http://williamsmediagroupllc.com/>

 **Service:** Paid Social

 **Industry:** Entertainment

Metrics + Educated Decisions
+ O4S Talent = Results



9000+ Followers in 90 Days



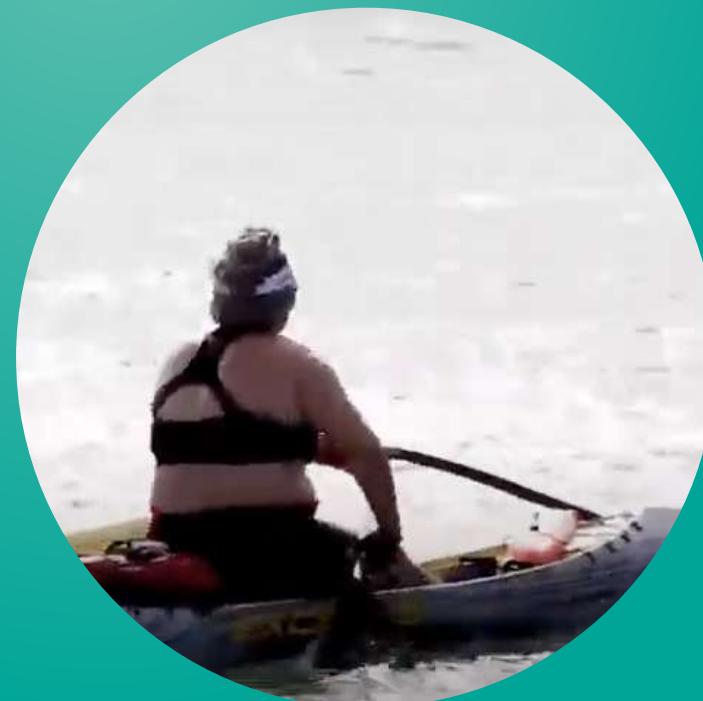
Cost Per Follower \$0.03

About the Business

To promote and highlight the struggles and accomplishment of women from all around the world. Women in the News, Sports, Entertainment, Business.

Issues

Facebook Page had less than 50 followers



Solutions



Created custom
Facebook Ad
Graphics



Created custom
Ad copy

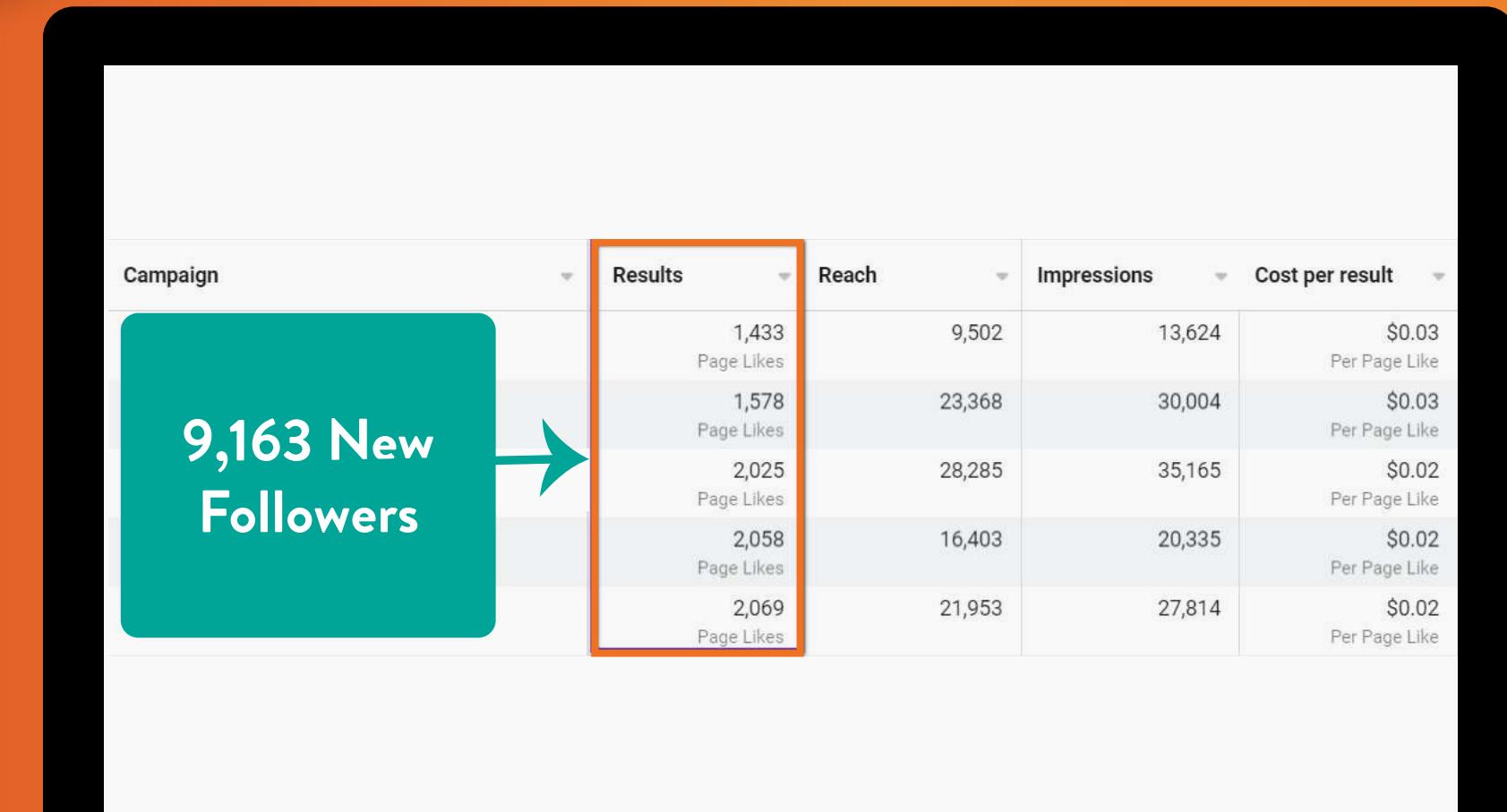


Created Social
follower
strategy



Extensive Target
Market
Research

Solutions



9,163 New Followers

Campaign	Results	Reach	Impressions	Cost per result
	1,433 Page Likes	9,502	13,624	\$0.03 Per Page Like
	1,578 Page Likes	23,368	30,004	\$0.03 Per Page Like
	2,025 Page Likes	28,285	35,165	\$0.02 Per Page Like
	2,058 Page Likes	16,403	20,335	\$0.02 Per Page Like
	2,069 Page Likes	21,953	27,814	\$0.02 Per Page Like