



## Abstract

Creating differentiation in the modern business environment is a challenge to new and old companies alike. Digital advertising via social media marketing is one of the most popular and cost efficient methods of increasing brand awareness. To test this principle, CrossFit Barboursville was used to measure effectiveness of a social media ad campaign.

## Introduction

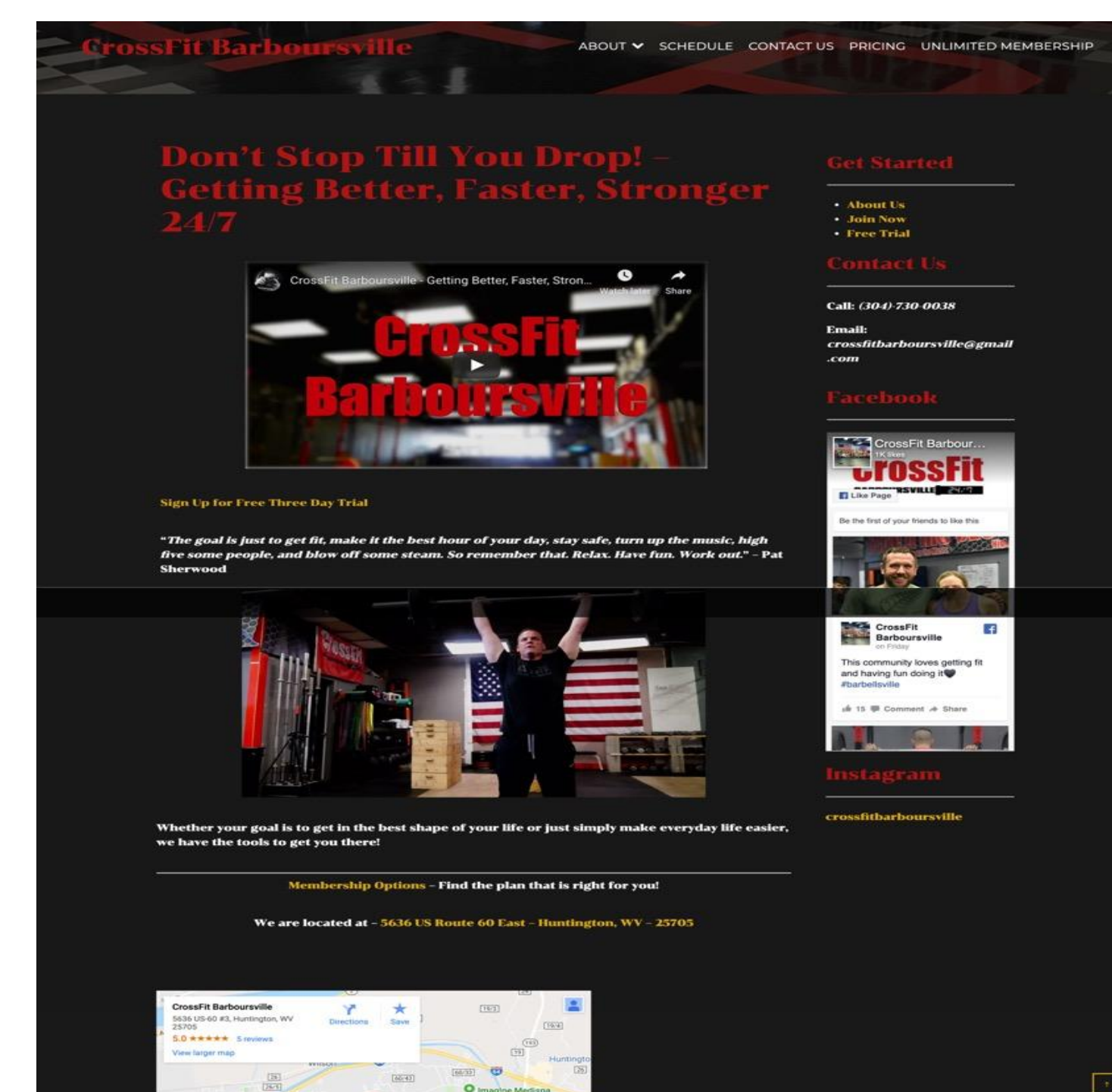
Our objective is to increase brand awareness and generate leads for CrossFit Barboursville through the use of digital advertising campaigns that promote healthy lifestyles, CFB's offerings, and free three-day trial. Through advertising we will target customers based on age, location, and interests in hopes of our Facebook Ads being as effective as possible. By outlining our specific target market we expect CFB's Ads to give us the highest possible ROI.

## Facebook Ads For Business

- 2.32 billion monthly Facebook users (Zephoria)
- 39% of users will follow a page to receive an exclusive offer (Adespresso)
- 93% of social media advertisers use Facebook Ads (Adespresso)
- 40.5% of people say they prefer to see Ads based on their interests (Adespresso)

## Methods

Reconstruct website and boost Search Engine Optimization



Advertise to target market through Facebook and Instagram with use of three-step Ad Campaign.

1. Video Ad promoting Free Three-Day Trial
2. Image carousel advertising CFB's offerings and amenities.
3. Image Ad retargeting

## Anticipated Outcomes

- By using a promotional video Ad CFB will showcase engaging content. The purpose of the video Ad is to draw viewers in by enticing them to participate in a Free Three-Day Trial.
- The image carousel Ad is an interactive form of advertising that allows viewers to see multiple angles of CFB's brand story. The carousel Ad is designed to show individuals multiple aspects of the gym and its features and how these amenities can be beneficial to the individual themselves.
- Image Ad retargeting is used to advertise to individuals who have previously shown interest in CrossFit Barboursville. The retargeting Ad is essentially a way to refresh the viewers mind of CrossFit Barboursville's services in hopes that they might call, visit the website, or send a message.

## Why It Matters?

To help the local economy, it is important to increase consumer spending on products and services. The economy is stimulated to grow when individuals chose to put their money back into the economy. Through advertising, CrossFit Barboursville's goal is to increase the current membership rate from 75 to 100. With this increase the gym will need to employ more individuals to accommodate the increase in membership, therefore boosting the local employment rate, as well as increasing business traffic to the Barboursville area. Additionally, more business will lead to more taxes paid to the local economy which can help improve schools and give greater funding to government employed jobs in police and fire departments.

## Sources

- "Top 20 Facebook Statistics - Updated March 2019." Zephoria Inc., 1 Mar. 2019, zephoria.com/top-15-valuable-facebook-statistics/.
- Gotter, Ana, et al. "The 45 Facebook Statistics That Every Marketer Must Know To Win in 2019." AdEspresso, 17 Dec. 2018, adespresso.com/blog/facebook-statistics/.