

# FACEBOOK ADVERTISING

NCC Dept. of Community Services

Facebook advertising allows businesses of any size to customize ads and serve them to a targeted audience within their platform, as well as on Instagram. 51% of all internet users are on Facebook, making it a popular destination online.


## Objective

Increase fan base, event interest, and fan interaction on 'New Castle County Happenings' Facebook page. Encourage users to click 'interested' for event invites, tag and engage with friends and family, and ultimately attend community events throughout the year.

## RESULTS

July 2016 Facebook Likes: 780

March 2018 Facebook Likes: 6,624

 **749%**

## Solutions

DBC Interactive and the NCC Dept of Community Services partnered together to create an annual event calendar to be promoted using Facebook advertising. Typically 1-2 event promotions/month which were targeted to families with children as well as behaviors/interests pertaining to the event. Ads would display images from events past, and are always family friendly and FREE.

