



# Paid Social Ads Increase Engagement and Sales

## SITUATION

A start up greeting card company was looking to increase brand awareness and drive sales through social media.



## OBJECTIVES

- Increase engagement
- Support E-commerce
- Increase customer database



## SOLUTION

Establish and implement a paid social strategy to support the client's goals and objectives.



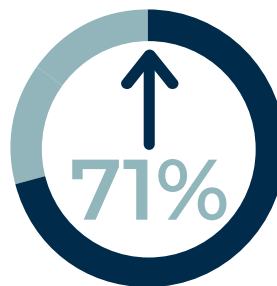
## RESULTS



cost per purchase

+300

leads created



brand recall

+166%

page engagement