

FACEBOOK ADVERTISING

Concord Pet Foods & Supplies

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.

RESULTS

- 156,877 People Reached
- 9,795 Link Clicks
- 78 Post Reactions
- 7 Post Comments
- 24 Post Shares
- 7 Page Likes
- 88 Entries

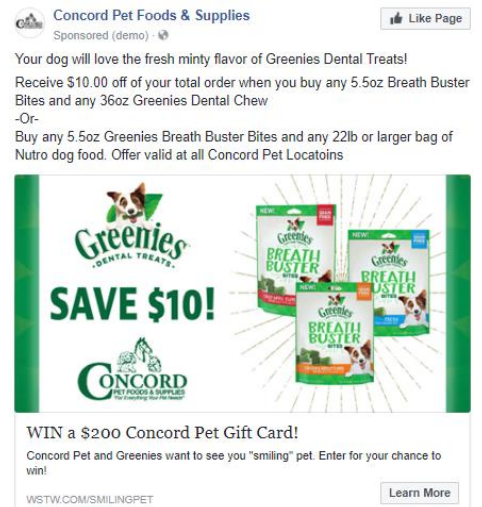
Objective

Increase promotion and sales of Greenies Dental Treats at all Concord Pet locations



Solutions

DBC Interactive and Concord Pet Foods & Supplies partnered together to create a multi-platform digital campaign to promote the sale of Greenies Dental Treats at all Concord Pet Locations using a \$10 off coupon with purchase and a chance to win a \$200 Concord Pet Gift Card. Facebook Advertising, A Pet Photo Contest, Text Message Marketing and Email were used during the course of the campaign.



Concord Pet Foods & Supplies Sponsored (demo) Like Page

Your dog will love the fresh minty flavor of Greenies Dental Treats!
Receive \$10.00 off of your total order when you buy any 5.5oz Breath Buster Bites and any 36oz Greenies Dental Chew
-Or-
Buy any 5.5oz Greenies Breath Buster Bites and any 22lb or larger bag of Nutro dog food. Offer valid at all Concord Pet Locations

SAVE \$10!

WIN a \$200 Concord Pet Gift Card!
Concord Pet and Greenies want to see you "smiling" pet. Enter for your chance to win!

WSTW.COM/SMILINGPET [Learn More](#)