

CANADIAN ADVERTISING CHRONICLE

BY SUITS SOCIAL

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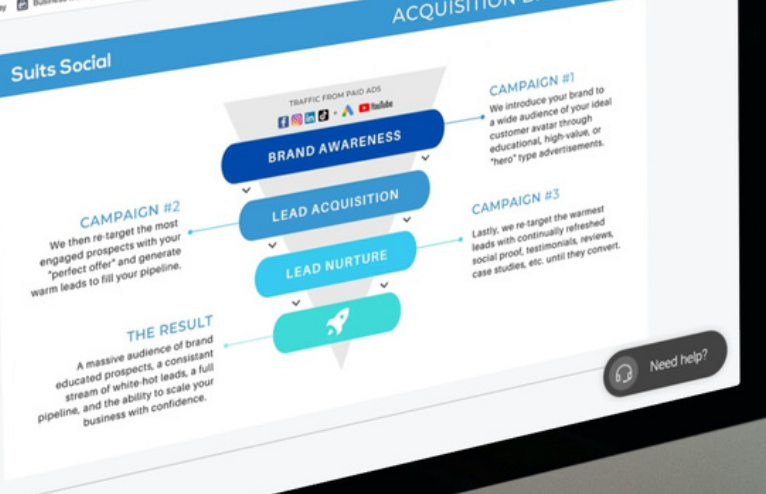
FEATURE



HOW A LOCAL PAINTING
COMPANY GENERATED
\$35,000 IN SALES FROM
FACEBOOK

THIS CANADIAN RESORT
ACQUIRED **1042 RESERVATIONS**
THROUGH FACEBOOK &
INSTAGRAM ADVERTISING

HOW TO GROW YOUR
BUSINESS'S SOCIAL
MEDIA **LIKE A PRO**: THE
ULTIMATE GUIDE



HOW TO GROW YOUR BUSINESS'S SOCIAL MEDIA LIKE A PRO: THE ULTIMATE GUIDE

Are you looking to take your business's social media presence to the next level? If so, you're in luck! In this article, we will discuss some of the best ways to grow your social media following and engagement. We'll also provide some tips on how to create content that engages your audience and drives conversions that allow your business to flourish above your competitors.

Setting up your page correctly

This step is often overlooked by business owners but you want to make sure that your page is easy to navigate and understand for visitors first and foremost. This will help ensure that they stay on your page longer and engage with your content. This means including important information such as your business's contact information, location, hours of operation, and services offered.

You also want to make sure that your page is visually appealing and easy on the eyes. This can be achieved by using high-quality images and videos, as well as choosing a colour scheme that is pleasing to look at.

Creating content that engages your audience

Once you have your page set up correctly, it's time to start creating content that will engage your audience. This means creating content that is interesting, informative, and shareable. Some ideas for this include blog posts, infographics, videos, and images.

You also want to make sure that you are active on social media platforms such as Twitter, Facebook, and Instagram. This means posting regularly and interacting with your followers.

It's important to remember that each social media platform is different and therefore requires different types of content. For example, Twitter is a great platform for sharing short snippets of text, whereas Facebook is better suited for longer pieces of content such as blog posts or videos.

Posting consistently across platforms

One of the most important things you can do to grow your social media following is to post consistently across all platforms. This means posting regularly and at consistent intervals.

It's also important to make sure that your content is high quality and engaging. If you can do this, you will see a significant increase in your social media engagement and conversions.

Engaging with your audience

The best way to grow your social media following is to engage with your audience. This means responding to comments, liking and sharing their content, and providing valuable information that they can use.

You should treat your social media channel as an asset to your business which doesn't just post and ignores its followers but one that interacts and builds relationships. When you do this, you will create a community of followers who are interested in what you have to say and are more likely to convert into customers or clients.

Getting help from an agency

If you're finding it difficult to grow your social media following or engagement, you may want to consider getting help from an agency. There are many agencies out there that can help you with all aspects of your social media, from content creation to audience engagement.

Suits Social's Social Media Services

At Suits Social, we offer a variety of social media services to help businesses grow their online presence. We can help you with everything from content creation to audience engagement. Contact us today by booking a free Strategy Call to learn more about how we can help you thrive online!



HOW QUAABOUT LODGE TURNED OVER 1042 RESERVATIONS WITH SOCIAL ADS

In the last year, we've had a lot of success with Facebook and Instagram advertising for our clients. We've learned what works and what doesn't, so we wanted to share some of our tips with you!

In this article, we will discuss 1042 reservation requests that were made using Facebook and Instagram advertising. We will also provide some tips on how you can replicate this success for your business.

The Client

Located in beautiful Chase, British Columbia, The Quaaout Lodge & Spa is the perfect place to enjoy a mountain adventure, a relaxing day of boating on Little Shuswap Lake, a round of golf on the breathtaking Talking Rock Golf Course, or simply lounge on their 1800' of sandy beach.

The Challenge

Quaaout Lodge's goal was to increase the number of Reservation Requests they were receiving online during the summer months.



Especially during the midst of a global pandemic when many of their competitors were slowing down.

Quaaout Lodge offers a wide variety of services and amenities - from a resort, spa, and golf course to corporate or group meeting spaces, and a restaurant. While this variety makes it an amazing place to visit, it made their marketing unfocused, and bookings reflected this.

The Solution

Firstly, we worked with Quaaout Lodge to develop a highly attractive 'irresistible' offer which we called the "Stay and Play Package". This package combined a resort stay, spa treatments and outdoor cultural experiences for an average price point of \$700 per reservation. To promote this new package, Suits Social used a three-step funnel approach to their Facebook.

We first ran an awareness campaign in order to generate as much reach as possible for Quaaout, and get their brand in front of as many of their ideal customers as possible.



With highly-targeted video ads showcasing the value and experience of the resort.

The second thing we did was run a traffic campaign. To do this we re-targeted individuals who engaged or consumed any of the awareness stage ads with ads that drove them back to the main website to explore the resort and available amenities.

Lastly, the final step in our three-step funnel was a Facebook lead-gen campaign used to promote and generate qualified leads. To do this, we retargeted all website traffic from the previous step in the funnel with an enticing offer for the 'Stay & Play Package' where leads could take up the offer instantly or request a call back from a reservation specialist.

Results

Not only did Suits Social generate 1042 reservation requests for Quaaout Lodge - at the low price of just \$2.53 per lead.

We also reached 285,636 unique and targeted individuals with our ads and generated 53,498 unique clicks i.e website traffic.

The estimated revenue generated by this campaign based on an average reservation value of \$700 and a close rate of 25% is over \$180,000. In other words an ROI of 4326%. Which far exceeded the client's expectations and resulted in a massively successful season.



WHY ACQUISITION BRANDING WILL REVOLUTIONIZE YOUR ONLINE BUSINESS FOR THE BETTER



As a business owner, you know that in order to be successful, you need to be constantly acquiring new customers. And what's the best way to do that? Through detailed social media advertising. Suits Social can help you create a successful Acquisition Branding campaign that will bring in more leads and conversions than you ever thought possible. In this article, we are going to break down the main reasons why Acquisition Branding will help revolutionize your business.

What is Acquisition Branding?

We utilize a proprietary digital advertising strategy known as Acquisition Branding™ that leverages highly targeted Facebook and Google Ads to simultaneously build brand awareness in your marketplace while generating a consistent stream of ready-to-buy leads.

Our proprietary Acquisition Branding strategy is a step-by-step process or 'funnel' that your customers will travel through as they discover and engage with your brand - from the first moment, they become aware and are educated about your brand, product or service to when they make a purchase decision.

Each stage of the 'funnel' represents a digital ad campaign driving traffic to different pieces of content, webpages, and offers. The specific content and creative we use at each stage will vary depending on your unique business goals.

Getting in front of people that actually care

The first and most important step to a successful Acquisition Branding campaign is to get in front of people that care about what you're selling.

This means targeting your ideal customer with laser precision using the powerful targeting options available on Facebook and Google Ads. We'll use interests, demographics, behaviors, and even lookalike audiences to make sure your ads are being seen by people that are most likely to be interested in what you have to say.

Building brand awareness

Once we've got your target audience nailed down, it's time to start building brand awareness. This is where Acquisition Branding really starts to work its magic.

Through a mix of engaging content and eye-catching visuals, we will start introducing your brand to the people that matter most. We'll also make sure to include a strong call-to-action (CTA) so that people know what to do next if they're interested in learning more about your product or service.

Generating leads and sales with lead nurturing

The final stage of the Acquisition Branding funnel is all about generating leads and sales through our lead nurturing stage. At this point, we'll be running ads specifically designed to get people to take action.

This could be anything from signing up for a free trial or demo to making a purchase directly from your website. No matter what your goal is, we will create an ad campaign that's designed to get results that will focus on getting the maximum ROI for you and your company.

The objective is to follow them around the web and social media, where ads may focus on displaying social proof, case studies, reviews, client testimonials, and so on. Consider this as plugging a hole in the bucket. This is a commonly overlooked component of most advertising campaigns, yet it's one of the most profitable.

If you're looking for a way to take your business to new heights, look no further than Acquisition Branding from Suits Social. Our team of experts will work with you to create a campaign that's tailored to your unique business goals, and we'll make sure that your ads are seen by the people that matter most.

Contact us today to get started! Acquisition Branding is the future of online advertising, so don't wait any longer.

HOW A LOCAL PAINTING COMPANY **INCREASED REVENUE** BY \$35,000 IN JUST ONE MONTH!



In this case study, we will look at how RiteKote Painting and Decorating was able to increase their revenue by \$35,000 in just one month. This was made possible through their work with Suits Social, a social media advertising and branding agency.

Through the use of Facebook Ads and Acquisition Branding, RiteKote was able to generate 107 Requests For Quotes (RFQs) and over \$35,000 in revenue in just one month!

What is RiteKote?

RiteKote Painting and Decorating is a locally owned business providing professional painting services to Barrie, Ontario and surrounding areas for almost 20 years.

RiteKote provides the professional service and attention to detail our clients need, through proper surface preparation and careful application of top quality paints which ensure beautiful results every time.

What was the goal?

With the home services industry growing exponentially across Canada, RiteKote wanted to keep up with the industry. The goal for Ritekote Painting and Decorating was to acquire a steady stream of leads for paint projects using Facebook ads. Ritekote was looking to increase leads, and ultimately sales for interior and exterior paint projects.

The Solution

To produce massive results with Facebook and Google advertising, Suits utilized an innovative digital advertising approach called Acquisition Branding. We built a three-tiered marketing campaign that included an awareness campaign, lead acquisition campaign, and lead nurturing campaign to achieve this. A comprehensive marketing funnel was created.

To achieve these results, we first ran an awareness campaign to generate as much reach as possible for Ritekote, building brand awareness and building a warm retargeting audience in the process.

We then re-targeted individuals who engaged with our awareness stage content, making them a clear and concise offer with a carefully crafted call to action. The goal here was to generate qualified leads from a warm audience that already knew who RiteKote was and what they had to offer.

The third and final step in our advertising funnel was the lead-nurture campaign, showcasing all Ritekote Painting and Decorating had to offer by using photos of recently completed projects along with testimonials, and client reviews.

These ads follow the prospects around the internet with social proof, keeping RiteKote top of mind until they are ready to make a purchase decision.

The Results

In just three months, Suits Social generated 107 requests for quotes for Ritekote Painting and Decorating, coming in at a cost of just \$25.70 per request!

We also reached 98,162 unique and targeted individuals with our ads generating 380,289 impressions and 2,102 unique link clicks (website traffic through ads).

Ritekote noted an exponential growth in revenue beginning in month one with \$35,000 on a \$1000 ad spend budget, resulting in a 3500% Return on Ad Spend in month one.

This far surpassed client expectations and with each month, revenue has continued to increase, resulting in a massive success for Ritekote.



Suits Social

WE'RE A DIGITAL AD AGENCY FOCUSED ON LEAD-GEN THROUGH ACQUISITION BRANDING™

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