

The Task: Creating and implementing a Facebook Ads campaign with the following objectives:

- Attracting young potential homeowners to apply to rent/own a home in the client's newly developed community
- Creating awareness on the downward-shifting costs of homeownership

At the outset, in order to attract a younger audience, the plan was to create ads on only Instagram, but an A/B test proved to show that placements across Instagram and Facebook proved most successful. The ads promoted a newly developed community in Elizabeth, NJ leading users to take a short form and determine their eligibility to rent or own a brand new home. We were limited on demographic information due to Facebook's guidelines, and therefore the target audience couldn't quite be the young group we were hoping for. So the copy and imagery had to be compelling enough to get the desired message across. Another limitation was the form itself. The campaign received an impressive number of clicks, but the final CTA being a request for contact info seemed to be the exit point for many users. In the end, the campaign gained plenty of traction for 21B's social pages and garnered some eligible customers for the company's salespeople to finish converting to homeowners.

Some samples of the ads:

- <https://fb.me/1WpFRB5GUaCq5D2>
- <https://fb.me/1MqvZneKvQsKM5S>

Some stats from the campaign (8/8/2022 - 9/20/2022):

- 5,140 link clicks
- 165,161 impressions
- Total spent: \$1,024.30