

# Her World Media

http://williamsmediagroupllc.com/

## Metrics + Educated Decisions + O4S Talent = Results



**Industry:** Entertainment



9000+ Followers in 90 Days



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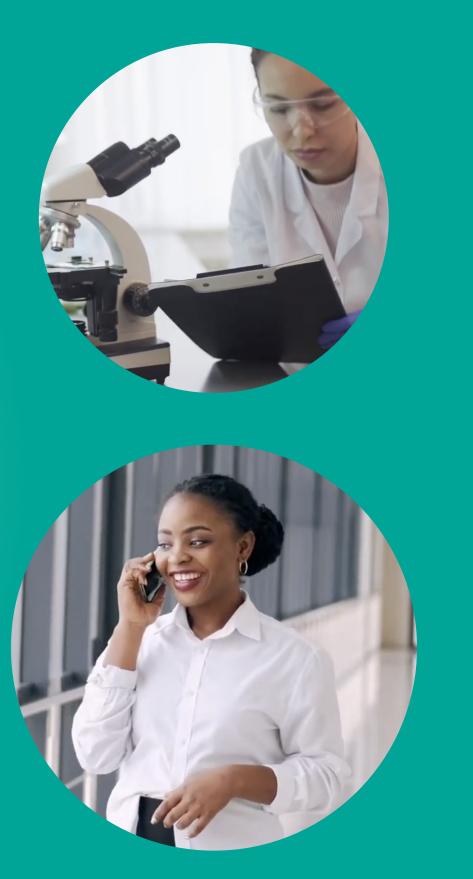
Cost Per Follower \$0.03

## **About the Business**

To promote and highlight the struggles and accomplishment of women from all around the world. Women in the News, Sports, Entertainment, Business.

### Issues

Facebook Page had less than 50 followers



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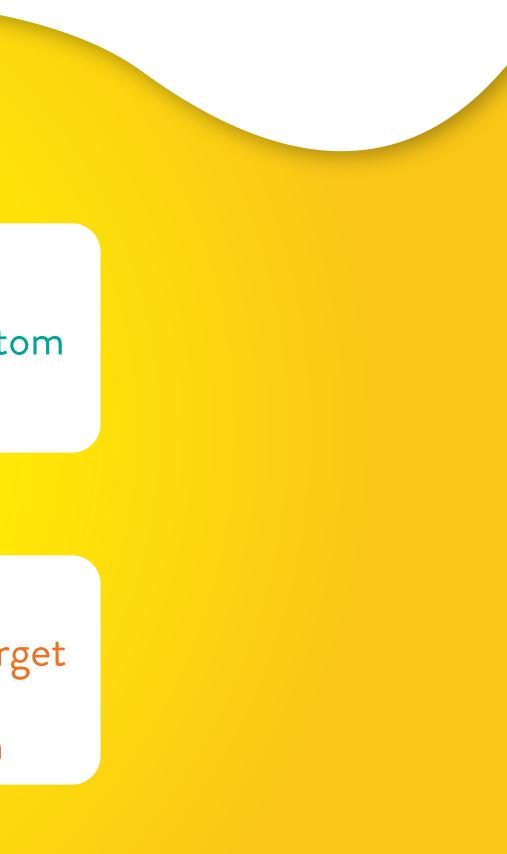


Created custom Ad copy

← Created Social follower strategy

Extensive Target Market Research

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### Solutions

-	Results 🔷	Reach 🗢	Impressions -	Cost per result
9,163 New Followers	1,433 Page Likes	9,502	13,624	<b>\$0.</b> Per Page L
	<b>1,578</b> Page Likes	23,368	30,004	<b>\$0.</b> Per Page L
	<b>2,025</b> Page Likes	28,285	35,165	<b>\$0.</b> Per Page L
	<b>2,058</b> Page Likes	16,403	20,335	<b>\$0.</b> Per Page L
	<b>2,069</b> Page Likes	21,953	27,814	<b>\$0.</b> Per Page L
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