

Her World Media

http://williamsmediagroupllc.com/

Metrics + Educated Decisions + O4S Talent = Results



Industry: Entertainment



9000+ Followers in 90 Days



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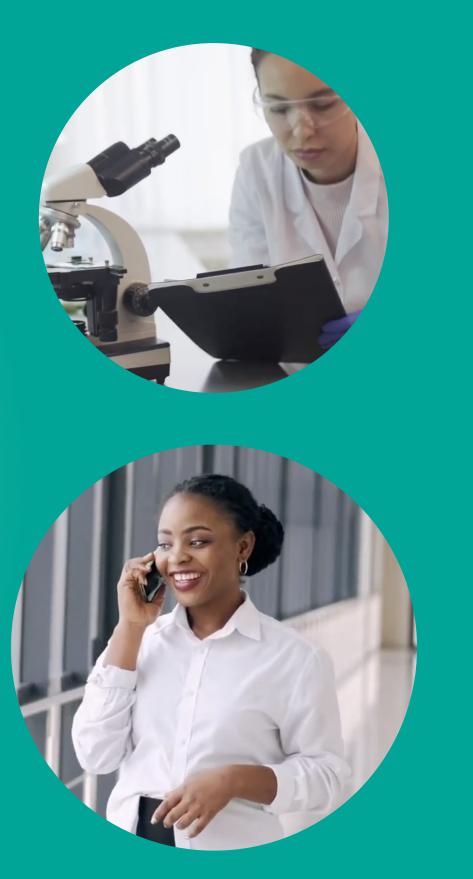
Cost Per Follower \$0.03

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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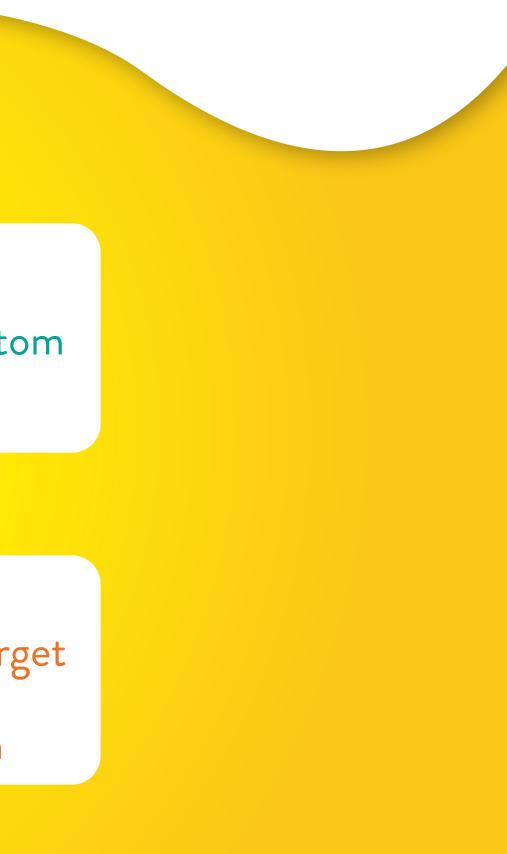


Created custom Ad copy

← 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	\$0. Per Page L
	1,578 Page Likes	23,368	30,004	\$0. Per Page L
	2,025 Page Likes	28,285	35,165	\$0. Per Page L
	2,058 Page Likes	16,403	20,335	\$0. Per Page L
	2,069 Page Likes	21,953	27,814	\$0. Per Page L
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