

Social Media Marketing

Facebook Marketing Success Stories

Directions: Go to the following website: <https://blog.hubspot.com/marketing/facebook-case-study> and research 6 different businesses that had Facebook marketing help jumpstart their businesses success. Answer the questions listed below about these businesses.

Name of Business	What is the business?	How did Facebook Marketing help their business?	What Marketing Strategies did they use?
1 Point Each	2 Points Each	2 Point Each	2 Points Each
1.			
2.			

3.			
4.			
5.			
6.			

Now reflect on all the marketing strategies you saw and answer the following question in complete sentences.

1. Why do you think Facebook Marketing is so successful? **2pts**
2. What type of Social Media Marketing did you see was the most popular? **1pt**
3. What are the pros and cons of using Facebook Marketing? **2pts**



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1. Pandora	Jewelry company	Worked with facebook to make a Tv commercial	<ul style="list-style-type: none">• 2: they knew the audience they wanted to target on Facebook• 3: this commercial set them apart from their competitors

2. Tomcat	Rodent extermination company	They went live on Facebook	<ul style="list-style-type: none"> • 5: they used Facebook and an original commercial idea to attract attention to their business
3. Hubspot	Developer and marketer for software products	Used Facebook to post videos that would involve their audience	<ul style="list-style-type: none"> • 4: they saw they were already producing and improved them to reach out to their audience
4. FoxNext Games	video game company	Used Facebook to demonstrate different elements of their games in their ads	<ul style="list-style-type: none"> • 4: they saw they were already making ads on FB and decided to make them better to grab their audiences attention
5. Major Impact Media	Helps entrepreneurs and businesses grow their marketing strategies	Made a series of ads on Facebook	<ul style="list-style-type: none"> • 5: create a social media profile

6. Hawkers	Eyewear brand	Made Facebook ads and its “Lookalike” feature	• 5:improved existing profiles
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Now reflect on all the marketing strategies you saw and answer the following question in complete sentences.

1. Why do you think Facebook Marketing is so successful? **2pts**
So many people, ranging from all age groups, use Facebook. Therefore, companies ads on Facebook are being displayed to millions of people.
2. What type of Social Media Marketing did you see was the most popular? **1pt**
Pandora, because I’ve seen that ad a lot and they had a lot of growth in their company after that.
3. What are the pros and cons of using Facebook Marketing? **2pts**
Pro: It's an easy way for your business to get a lot of attention.
Cons: It could cost a lot of money and it might not help your business.