

**Optimize Your Pages**



allisonluxuryhomesgroup



132  
Posts

11.2K  
Followers

5,253  
Following

**David + Teather Allison**

Entrepreneur

LUXURY FLORIDA REALTORS®

EXP REALTY

Buying • Selling • New Construction • Relocation •

Investing... more

[linktr.ee/AllisonLuxuryHomesGroup](https://linktr.ee/AllisonLuxuryHomesGroup)

5039 Ocean Blvd, Siesta Key, Florida



Followed by [sarasota\\_florida\\_usa](#), [sarasotaexperience](#) and 11 others

Follow

Message

Contact



Waterside



Pulte Homes



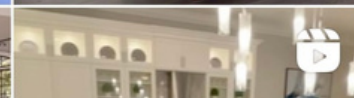
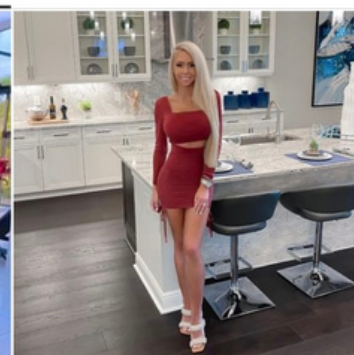
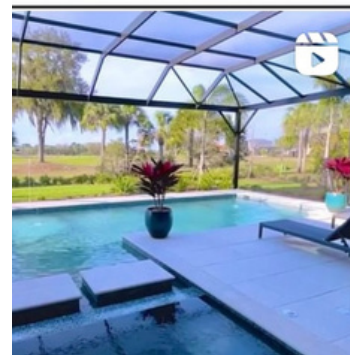
Toll Brothers



Neal Homes



Lennar H



# Optimize Your Pages



# Optimize Your Pages

Instagram Log In Sign Up

amberlybucci ...

Message Follow

**Amberly | Digital Marketer**  
Advertising/Marketing  
Award-Winning Digital Marketer / Instructor @ SCF  
SEO-Social Media-Training Workshops  
Sarasota, FL  
I help businesses boost visibility & grow online  
[linktr.ee/amberlybucci](http://linktr.ee/amberlybucci)

Workshops Charity Sarasota Inspiration Results Local Local

454 posts    1,813 followers    3,441 following

*When you support small business.*


A red arrow points to the bio text.

Subscribe

**@amberlybucci**

- The Social Media Workshop - 9/20**
- SCF - Workshop Series**
- The Digital Marketing Workshop**
- My Digital Marketing Checklist - 100 Ways to Boost Your Business Online (FREE PDF!)**
- Services**

# Add Links in Your YouTube Videos



RODGEES RG-42


31 views

RODgeeks Fishing Rods and Blanks  
Published on Jan 8, 2019

We've created a fishing rod kit to fit your active lifestyle. A thoughtfully designed case holds a 42' rod and reel combo that really performs. We've also included a tackle tray and a pair of fishing pliers, so everything you need to fish is in this kit.

SHOW MORE

SUBSCRIBE 493



RODGEES RG-42

31 views

RODgeeks Fishing Rods and Blanks  
Published on Jan 8, 2019

We've created a fishing rod kit to fit your active lifestyle. A thoughtfully designed case holds a 42' rod and reel combo that really performs. We've also included a tackle tray and a pair of fishing pliers, so everything you need to fish is in this kit.

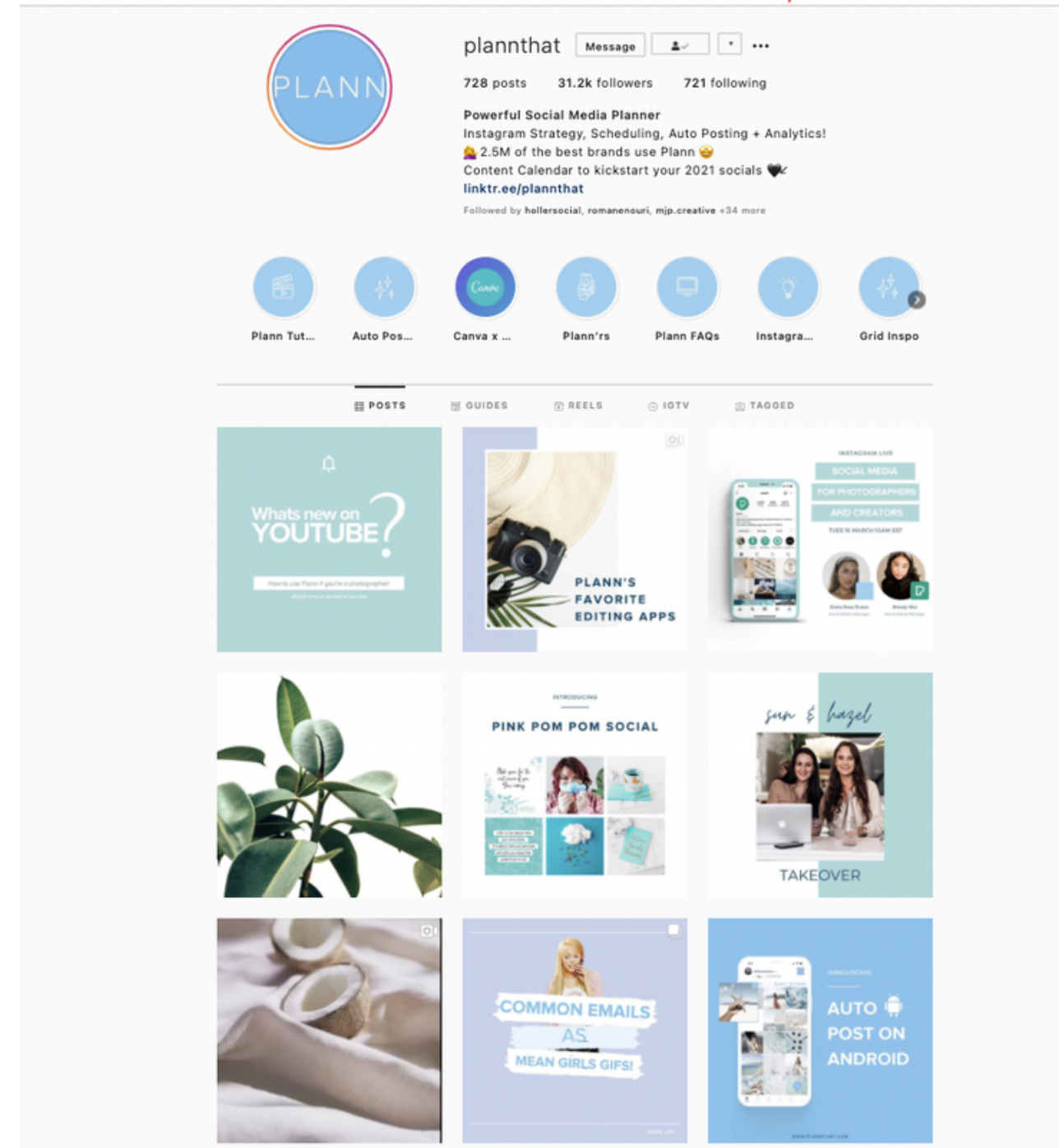
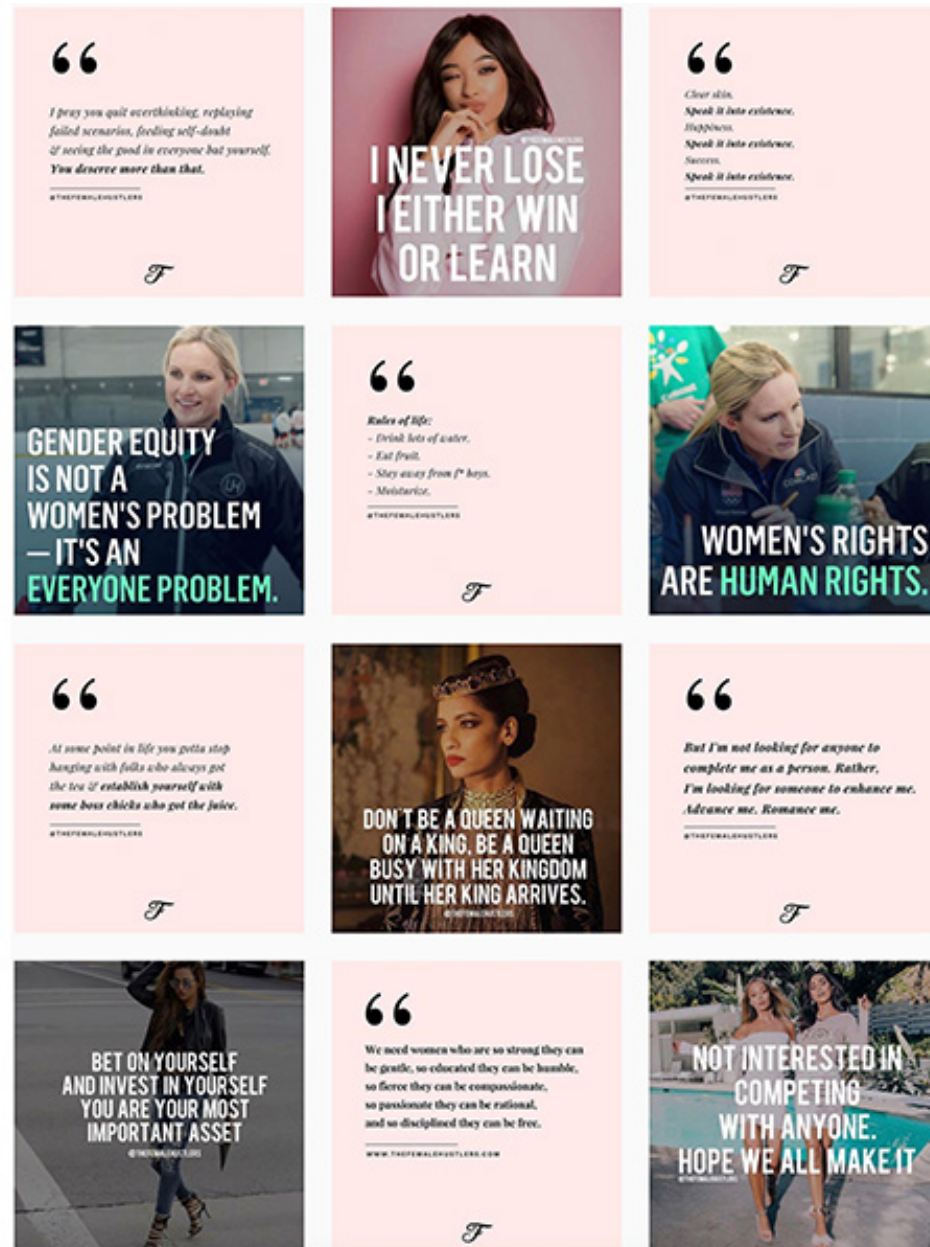
Meet the RG-42:

[www.rodgeeks.com](http://www.rodgeeks.com)

Category: [People & Blogs](#)

SHOW LESS

# Use Brand Colors



# Add a Featured Video

PEOPLE >

323,217 likes

John Carr, Erik Fisher and 555 others like this.

+552

ABOUT

LARGEST SOCIAL MEDIA MARKETING CONFERENCE

SOCIAL MEDIA MARKETING WORLD

28 1

Follow us as we help you navigate the constantly changing social media jungle.

Check out Social Media Marketing World conference:  
<http://bit.ly/1u5qAJ5>

<http://www.socialmediaexaminer.com/> Promote

UPCOMING EVENTS >

The  
Featured  
Video shows  
up on your  
Page above  
your About  
section

[www.youtube.com/watch?v=AyXGZjORdX4](http://www.youtube.com/watch?v=AyXGZjORdX4)





# Add a video to your cover photo



**Sidekick Creative**

@sidekickcreative.us · Graphic Designer

[Contact Us](#)

[sidekickcreative.us](https://sidekickcreative.us)

# Content Ideas

# Focus on Visual Storytelling

Marketing is no longer  
about the stuff you  
make, but about the  
stories you tell.

-Seth Godin



**Educate**

**Entertain**

**Inspire**

# Educate

(Video demos, blog posts, how to's, FAQ's)

# Entertain

(Reels, TikToks, "edutainment")

# Inspire

(Statistics, stories, motivational quotes)

## **What is the 80/20 rule?**

The 80/20 rule indicates that 80% of social media posts should be useful to your audience – meaning, it educates, entertains, or offers a solution to their problems – and only 20% should explicitly promote your business.

(1 out of every 5 posts should include a strong CTA)

A strong relationship  
will pay off over time  
because your  
audience will get to

know,  
like, and  
trust you.

30 Ways to Build the "Know, Like, and Trust" Factor:  
<https://www.copyblogger.com/30-know-like-trust-actions>

# FAQ Fridays





# Humor

Amberly Bucci is in Lake George, New York.  
March 18 at 2:51 PM · 🌐

Brilliant marketing by Smokey's Joes Tavern. 😄



# Use Humor



the\_floridarealtor

Follow



**If one door opens  
and another one closes,  
your house is haunted.  
Let me help you sell it!**



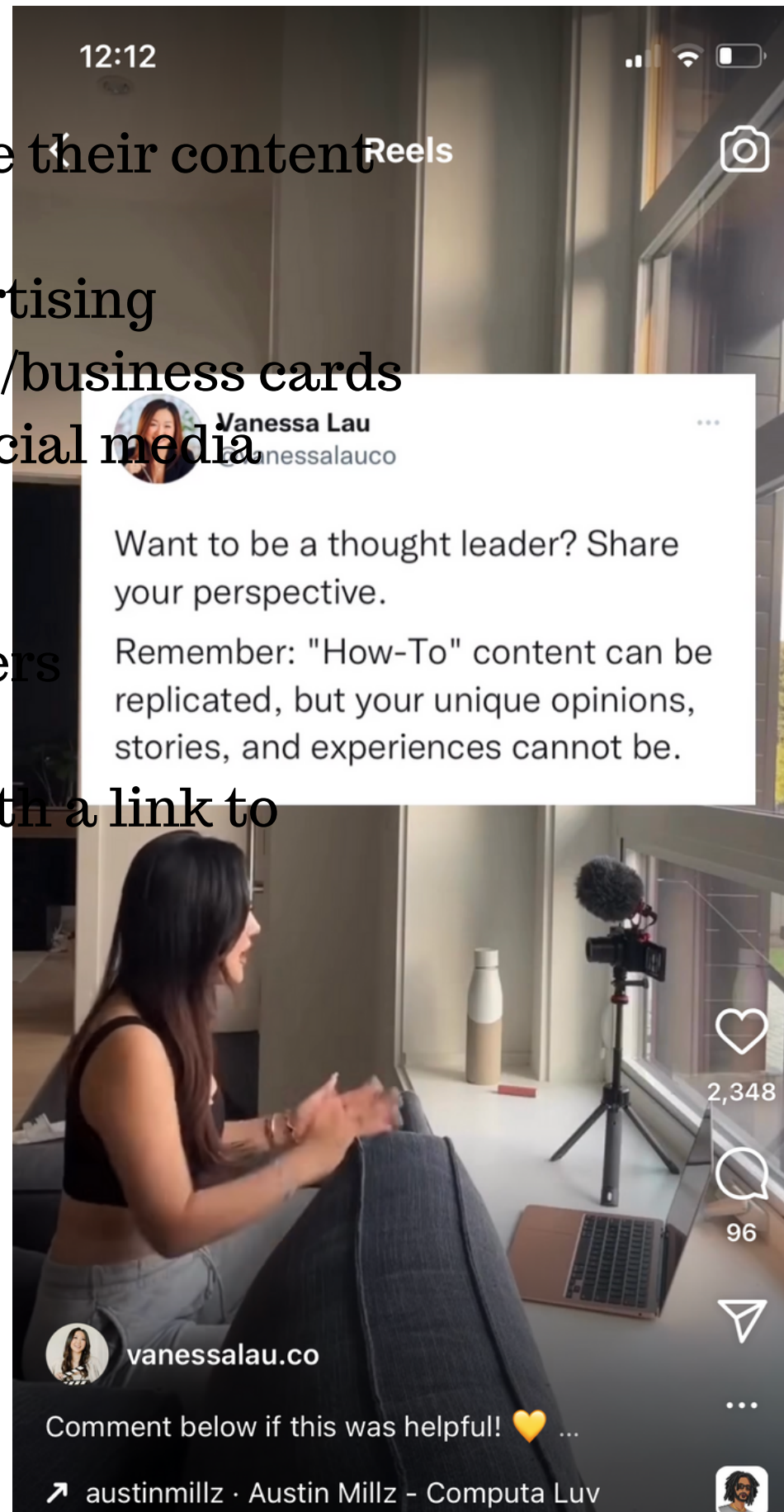
122 likes

the\_floridarealtor 🤔😂😂😂😂😂... more

October 29, 2020 · See translation

# How do you Boost Your Following?

- 1) Like/Comment on other pages posts
- 2) Follow influencers in your niche and share their content
- 3) Respond to your followers
- 4) Post your social media in your print advertising
- 5) Add social media to your email signatures/business cards
- 6) Add a sign in your storefront with your social media icons/ content
- 7) Run a contest
- 8) Share valuable content that benefits others
- 9) Comment in relative Facebook groups
- 10) Comment in relative LinkedIn Groups with a link to valuable information
- 11) Advertise
- 12) Give away something for FREE!



# STOP SELLING START HELPING

- How can you help your target audience?
- What is your audience searching in Google that you already know the answer to?
- What FAQ's do you receive?

# Share a Lead Magnet



# Lead Magnets

- Whitepapers
- Checklists
- Webinars
- PowerPoints
- Videos
- Tutorials
- Demos
- Coupons
- Toolkits
- Ebooks
- Free Consultation
- Free trials



Get Our “5 Ways to Add Joy to Your Life” Tips FREE!

Sign up today to get these tips and periodic newsletters.

Your Name

Email \*

SEND FREE GIVEAWAY

[www.center4c.com](http://www.center4c.com)



itsemilycincotta

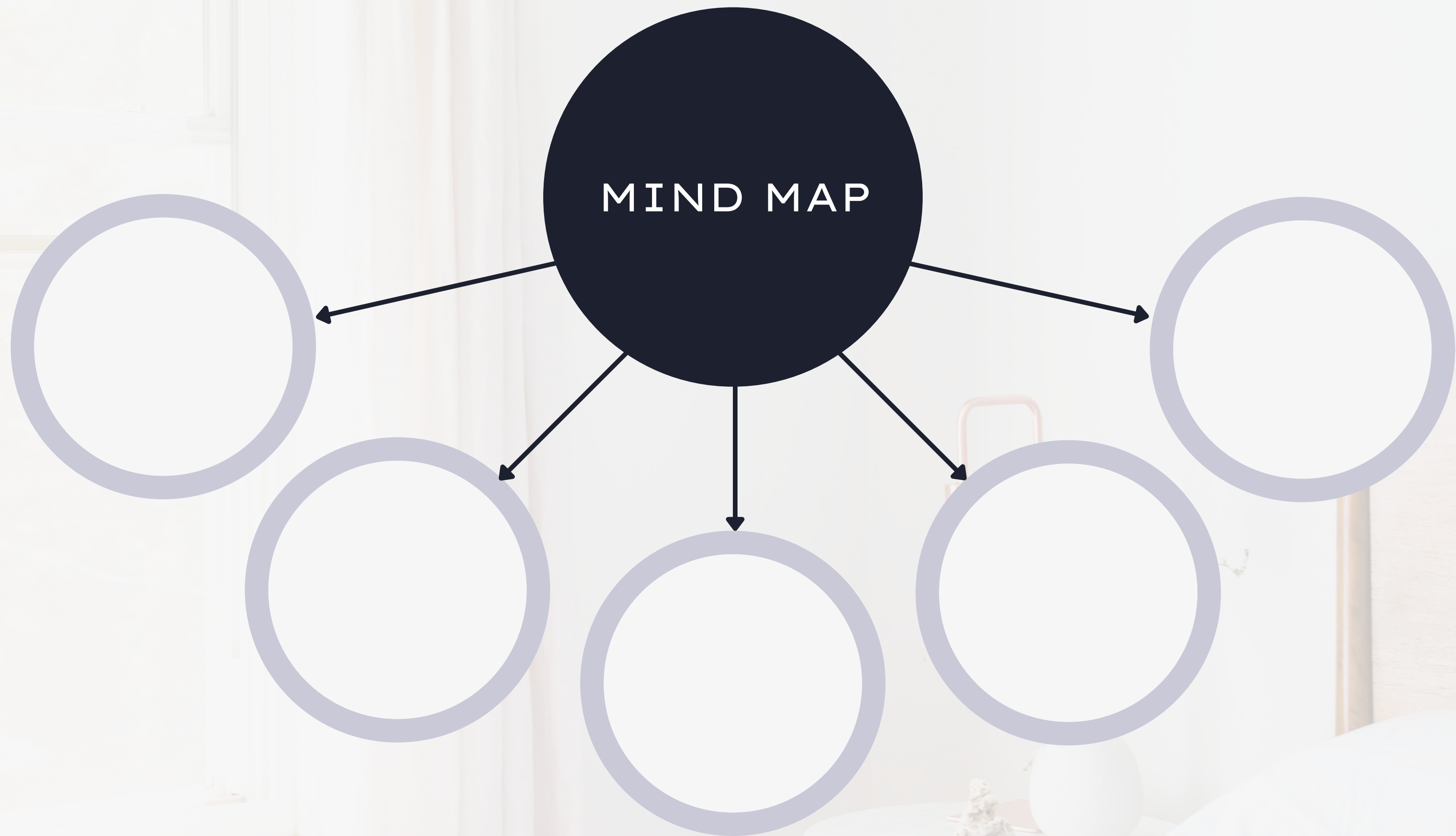
hey.summer.a · Reels Tips & Inspo Follow For



**Your social media efforts might have the least tangible ROI in the beginning but it's huge in the long run. Keep building that brand 100**



**Tell me something that you wish more people understood**





# FAQ'S

```
graph TD; A((FAQ'S)) --> B((How long have you been a DJ?)); A --> C((Do you take requests from guests?)); A --> D((Can you help me choose my music?)); A --> E((Is my wedding date available?)); A --> F((What sets you apart from the competition?));
```

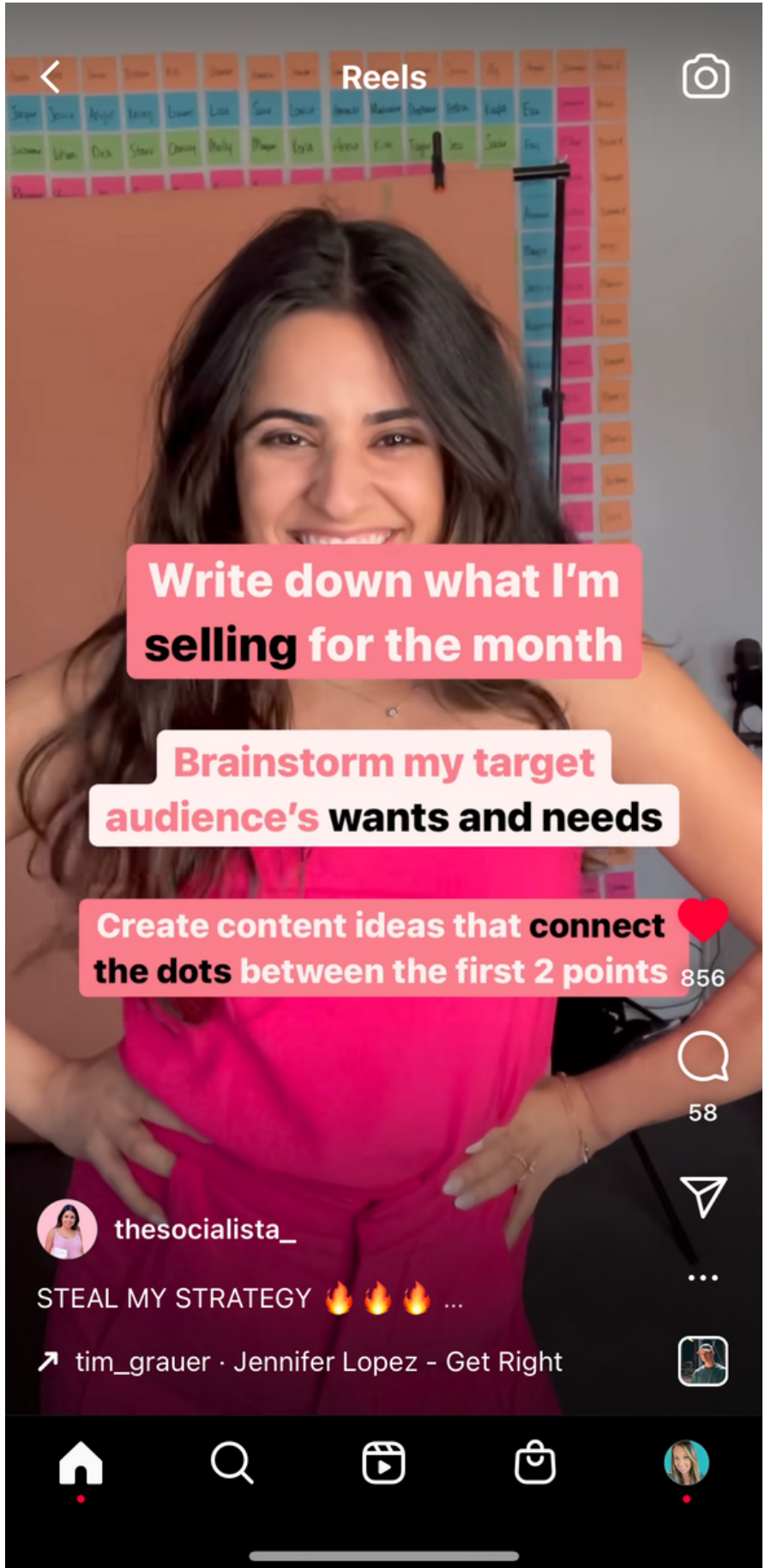
How long have you been a DJ?

Do you take requests from guests?

Can you help me choose my music?


Is my wedding date available?

What sets you apart from the competition?



Write down what I'm selling for the month

Brainstorm my target audience's wants and needs

Create content ideas that connect the dots between the first 2 points  856

 thesocialista\_

STEAL MY STRATEGY 🔥🔥🔥 ...

 tim\_grauer · Jennifer Lopez - Get Right 

# **What are your customers struggles/concerns/desires?**



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You are 3 steps away from growing your SEO traffic

1 SIGN UP

2 CREATE A PROJECT

3 ADD KEYWORDS

- Keyword Analyzer
- Keyword Overview
- Keyword Ideas
- Keyword Lists **NEW!**
- Content Ideas

- Competitive Analysis
- SEO Explorer

## KEYWORD IDEAS

SUGGESTIONS

KEYWORD ?	TREND ?	VOLUME ?
exterior painting contractor		720
exterior painting contractors		880
exterior painting contractors near me		590
exterior painting contractor near me		
exterior painting companies near me		
exterior house painting contractor		



### Top 5 Curb Appeal Tips from an Exterior Painting Contractor



Posted on August 19, 2021 by James Atherton

The term "curb appeal" generally refers to the attractiveness of a house and its surroundings when viewed from the street. It is the first impression for your house when guests – and even potential home buyers – arrive. So if you're looking to sell your house, improving its curb appeal can increase the value and...

[Read More](#)

# Inspirational



Chris Prado • 3rd+

New Home Consultant at M/I Homes, Inc.  
3d • 🌐

Woke up this morning Dreaming Big!

The ability to dream big requires vision. Vision of what something can become. Everyday I see the results of dreaming big as I witness the progress and envision the future in this community and in the many I have helped grow along the years. To see individuals and families build a home is an amazing experience. Each community and each home started with DREAMING BIG!

When one person dreams big, they achieve results... imagine what we get when we put our dreams and visions together. Let's do it!

Don't forget to Dream, and make it BIG. You deserve it.

Allow me to Welcome you to Better, at M/I Homes.

[#mihomes](#) [#dreambig](#)

🌐 25

# Highlight Your Results



**WHAT IS YOUR UNIQUE  
SELLING POINT?**

**WHAT SETS YOU APART?**

# Unique Selling Point



arborist sarasota



experienced\_tree\_service

Follow





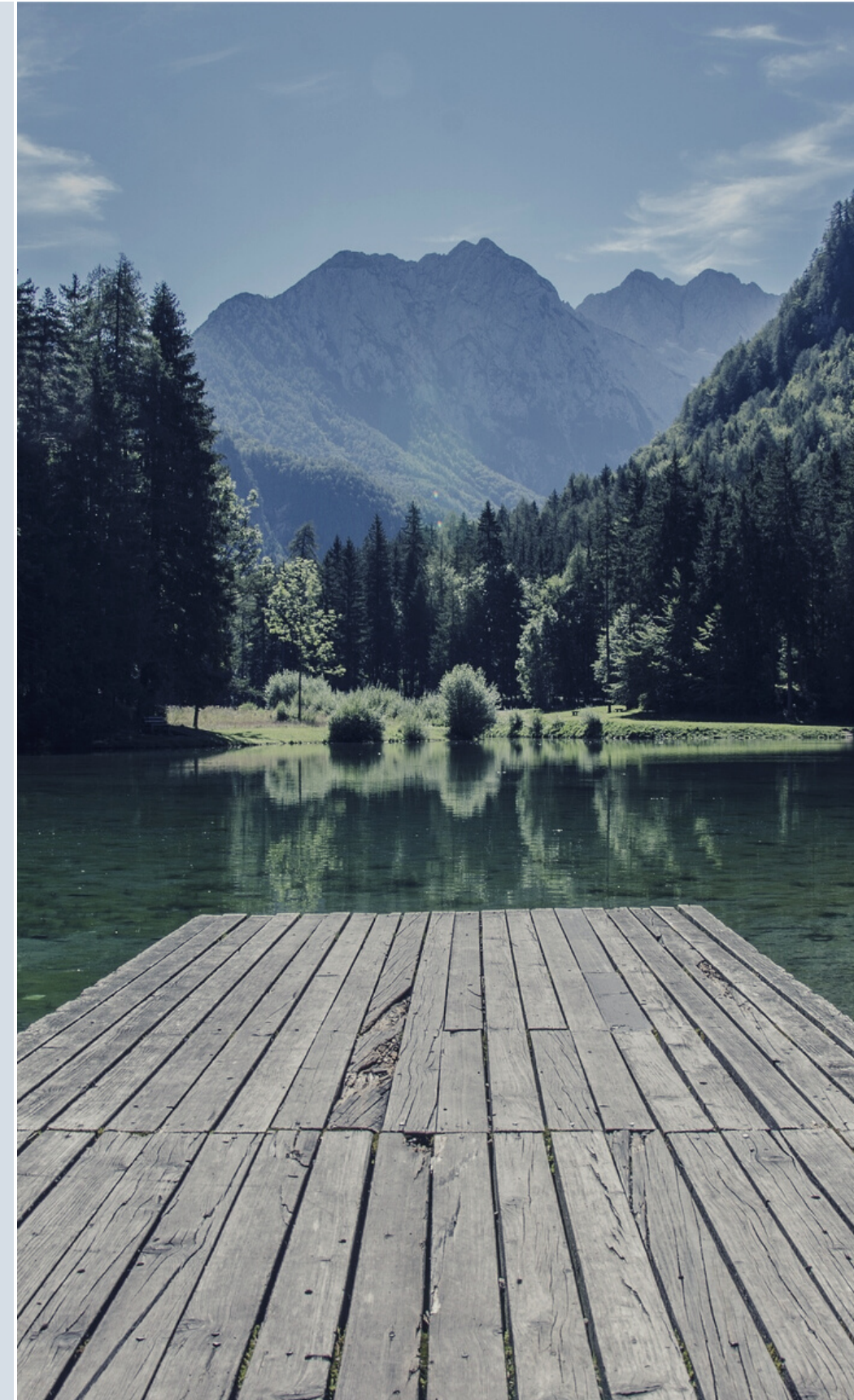
# Share offers

50%

DISCOUNT

Present this gift voucher at any of our branches to receive discounted photography lessons

[WWW.SHUTTERGRIDSTUDIOS.COM](http://WWW.SHUTTERGRIDSTUDIOS.COM)



# Collaborate with Local Partners



Sidekick Creative

January 16, 2020 · 🌐



Our latest guest in our "Kickin' It with Creatives" series also happens to be one of our sponsors for the Creative KickStart! [Amberly Bucci](#) is a local business owner and super talented in the world of SEO and social media. We know from personal experience just how valuable her knowledge and easy-to-implement strategies are. We are so excited that she will be donating a Social Media Consultation & Mini SEO Audit to the winner of the Creative KickStart! To learn more about Amberly and to get some quick digital marketing tips, visit the link below!

*Amberly Bucci*

DIGITAL MARKETING



# Awards



# Fan Photos



Saratoga Paint and Sip Studio added 44 new photos to the album: Lighthouse, 4-24-15 (Latham).

4 hrs · 🌐



# Featured Fan of the Month

 Bombers Burrito Bar 🔍  Amberly Home 



  
218 Lock Street  
Downtown Albany  
BombersBurritoBar.com  
(518) 463-9424  
BURRITOS • BEER • WINES • MARGARITAS • FUN!

**Bombers Burrito Bar**  
Bar · Mexican Restaurant

 Like  Follow  Message 

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More ▾](#)

# Share Your Why

**TED** Ideas worth spreading

Simon Sinek | TEDxPuget Sound

## How great leaders inspire action

17:58

[Details](#) [Transcript](#) [Reading List](#) [Comments \(2005\)](#)

About the talk 48 languages Further learning Join the conversation

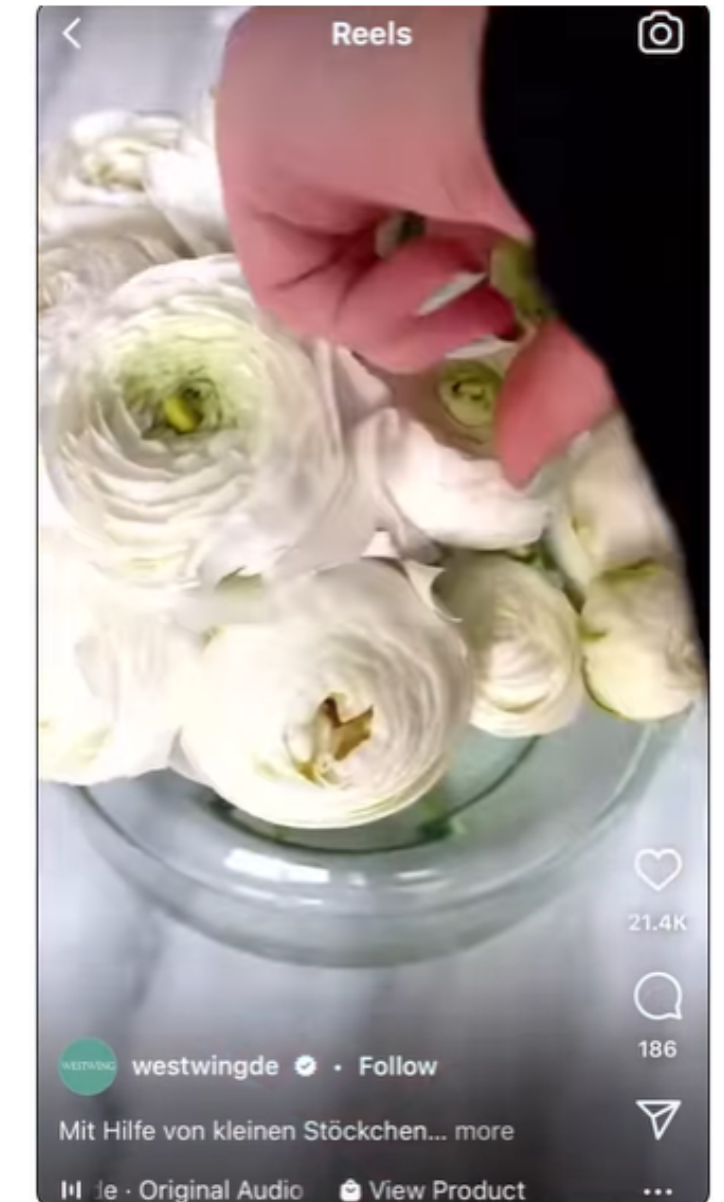
Simon Sinek has a simple but powerful model for inspirational leadership -- starting with a golden circle and the question: "Why?" His examples include Apple, Martin Luther King Jr. and the Wright brothers ...

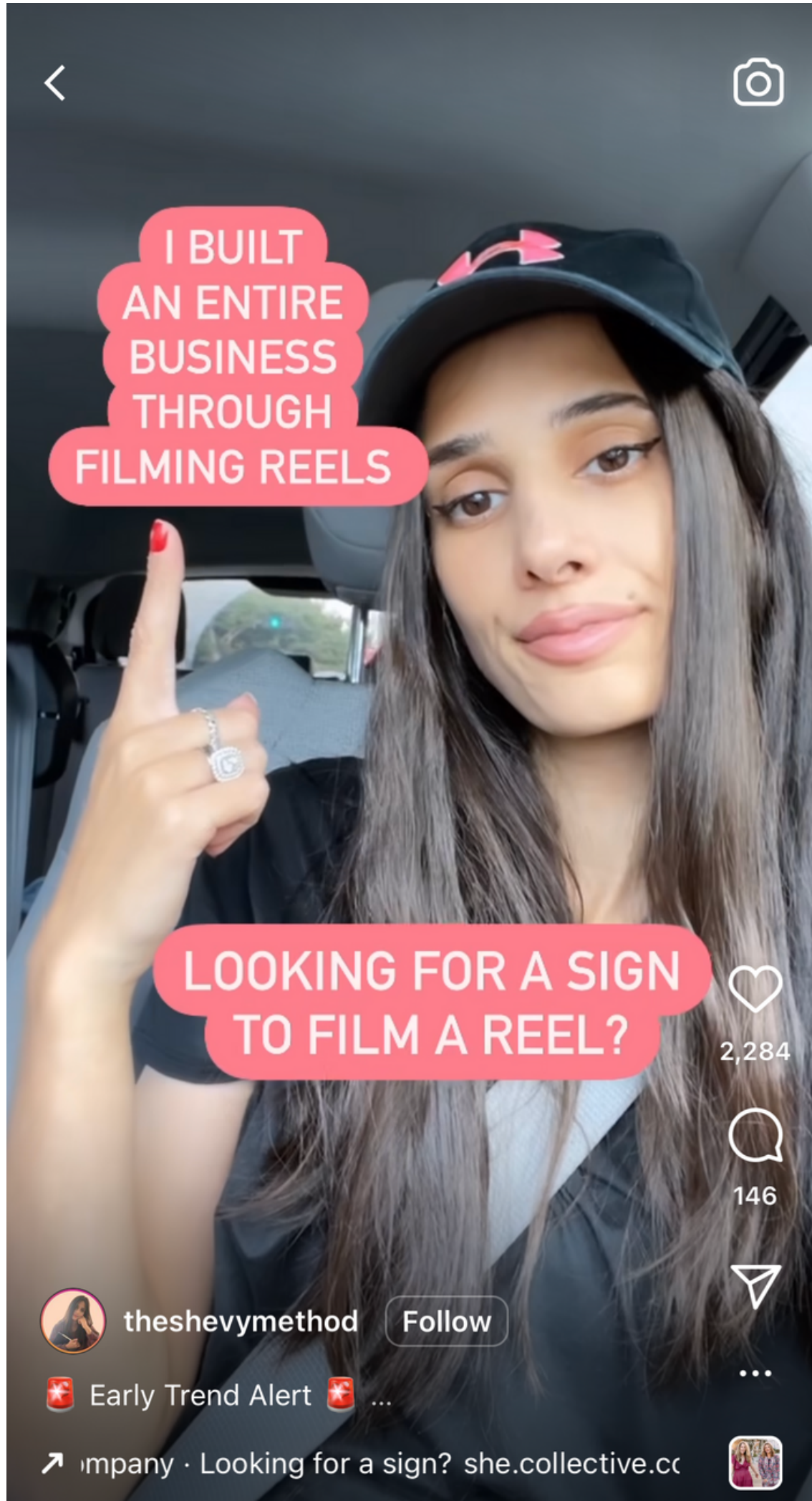
43,561,378 views

Every business has a story. What's yours?

# What are Instagram Reels?

Reels are entertaining, immersive videos where you can creatively express your brand story, educate your audience, and get discovered by people who may love your business.





I BUILT  
AN ENTIRE  
BUSINESS  
THROUGH  
FILMING REELS

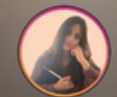
LOOKING FOR A SIGN  
TO FILM A REEL?



2,284



146



theshevymethod

Follow

Early Trend Alert

Company · Looking for a sign? she.collective.cc



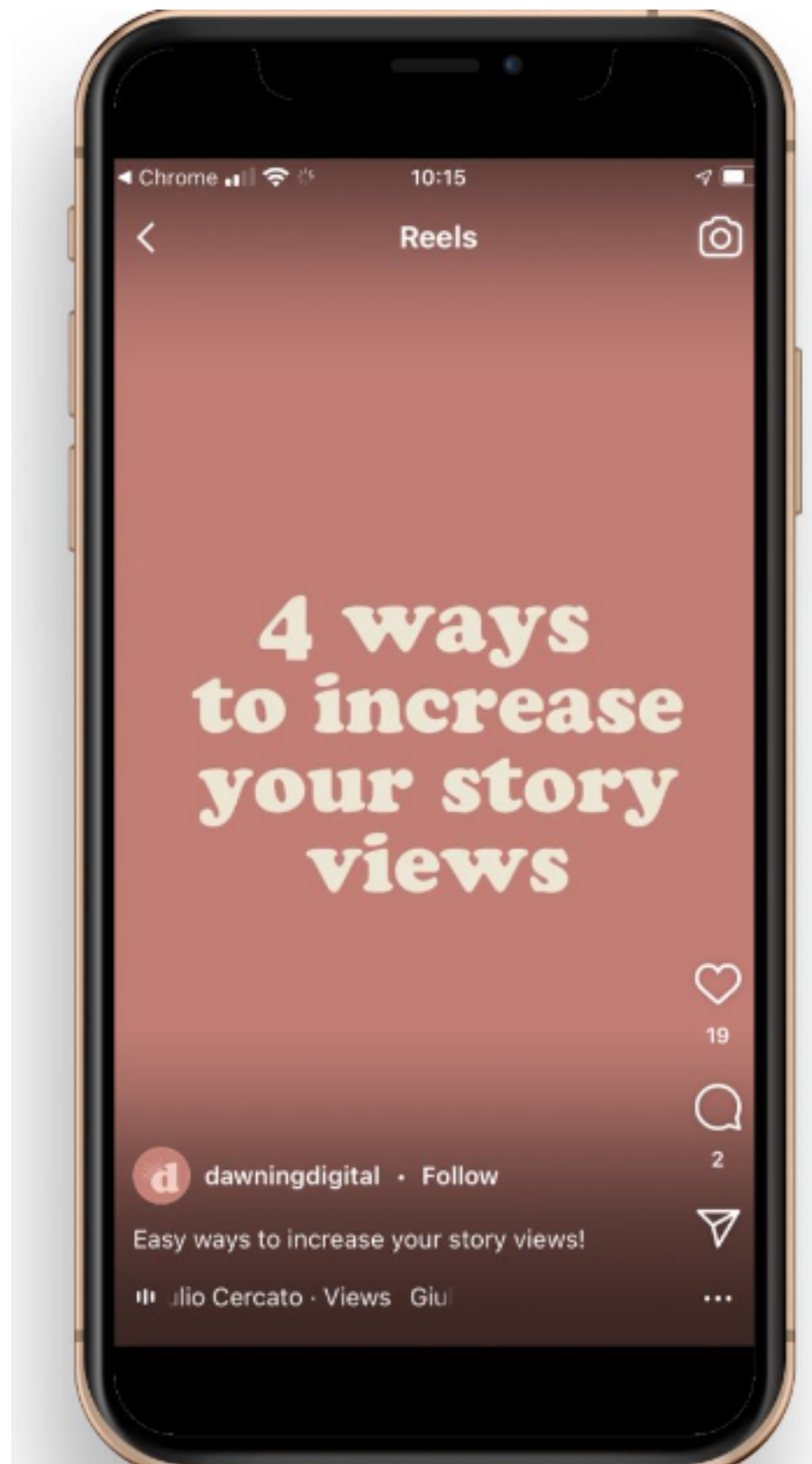


# 1-Week REEL challenge!

1. Introduce Yourself
2. Share 4 Tips
3. Share a struggle that your customer may have & how you can help them
4. Share a tour or pictures of your office / teammates
5. Share a short clips of your day - A Day in the Life
6. Share something you wish more people understood
7. Share a past successful post as a video

# Process for Making Reels

- Go through the reels tab on Instagram and find reels to recreate for your your niche
- Save all the audios that you want to recreate.
- Make a content plan for what each reel will be about: topic, words to type on the screen, audio to use etc.
- Prepare 2-3 outfits depending on how many reels I want to create in one go.
- Film 5-10 reels in one sitting. It may seem like a lot, but with practice you will be able to batch film tons of reels in a couple of hours.
- Put them in a saved folder in your phone
- Edit and share!



## **Let go of your fears!**

Remember there is no right way to create a reel. Instagram users agree it's important for brands to post real/raw/unpolished content.\*

# Share Lead Magnets

Get Our “5 Ways to Add Joy to Your Life” Tips FREE!

Sign up today to get these tips and periodic newsletters.

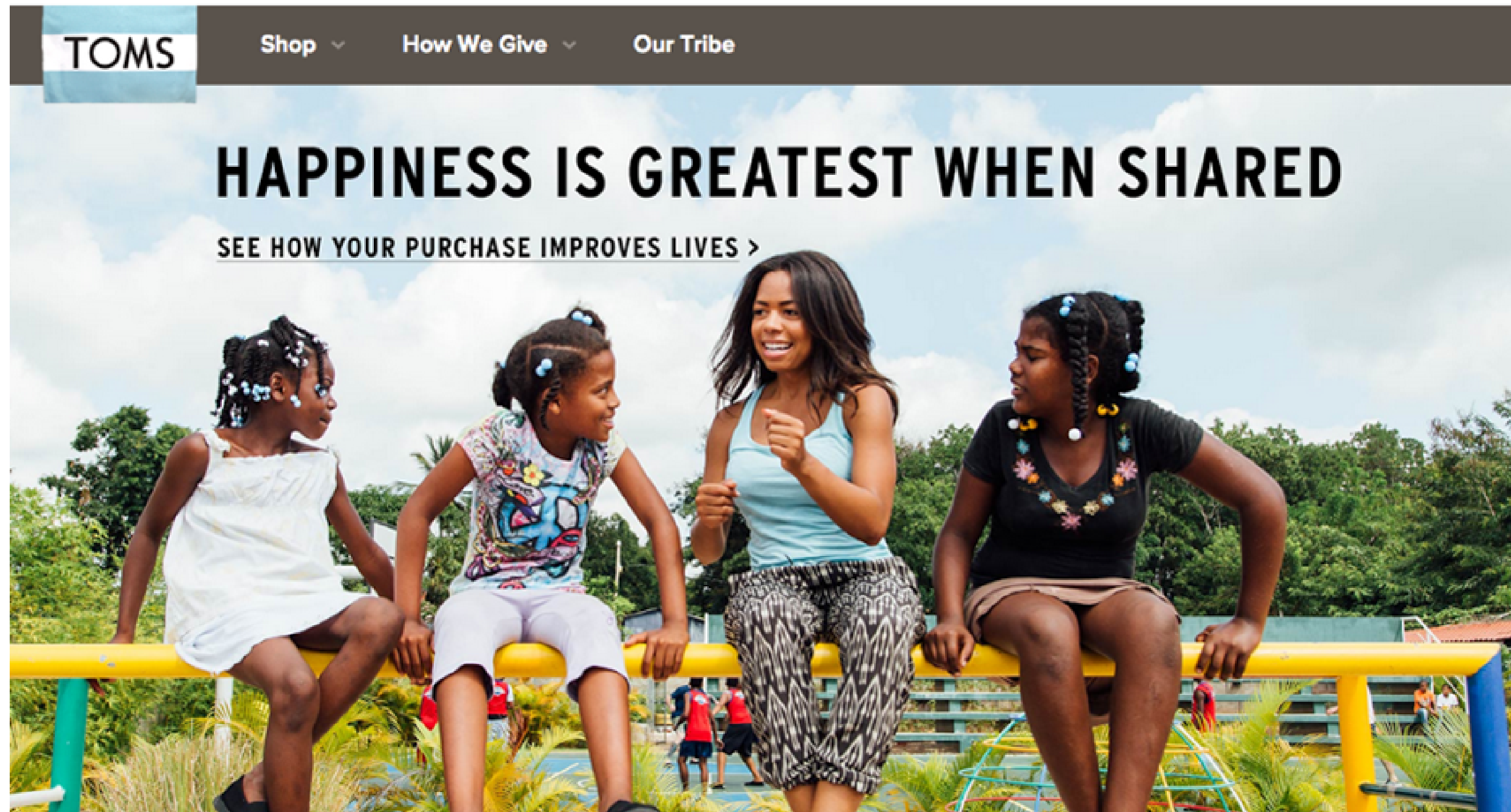
Your Name

Email \*

SEND FREE GIVEAWAY



# Provoke an Emotion



“Products are 25% of what you sell. The rest is an intangible feeling.” – @LarockFraser

# Sell the Experience



Mirror Lake Inn Resort & Spa  
Like This Page · October 5, 2018 · 🌐

With Alethea Bovee.

👍👍👍 311    12 Comments 89 Shares

👍 Like    💬 Comment    ➦ Share    👤

Most Relevant ▾

- Diane Lincoln Kennedy**  
👍❤️  
Like · Reply · 25w
- Esther Wade Gorgeous** 🌐 1  
Like · Reply · 26w
- Pam Finn** There's no place like home.....❤️  
Like · Reply · 26w · Edited
- Top Fan**  
 **Sheila Greenwood** Wish I was there 🌐 1  
Like · Reply · 26w
- Mary Murren Menta** I just wanna jump into this photo! 🌐 1  
Like · Reply · 26w
- Dianna Fagan** Love this place in any season. 🌐 1  
Like · Reply · 27w

View 6 more comments

Write a comment... 🗨️ 📷 📧 🗑️

- Noreen Shea-Tennant Art Tennant**  
Like · Reply · 3y 🌐 1
- Pat Lewis Davenport Mike Danger Davenport!**  
Like · Reply · 3y
- Erica Jantzi Jimmy Jantzi**  
Like · Reply · 3y
- Tina Davenport Gary Davenport**  
Like · Reply · 3y

Write a comment... 🗨️ 📷 📧 🗑️

# Behind the Scenes



aja\_architecture  
Glens Falls, New York



Liked by **glensfallsliving** and **18 others**

**aja\_architecture** A day in the life of an architect ...  
more



# Capture Moments. Share real stories from your customers.



# Image Testimonials



“Absolutely the *best* Photographer  
you could ask for.”  
*Steven & Jaimie Pappas*



“Thank you Marie, the team and  
community for giving me words  
and tools to make this massive  
change.”

**MARIE-PIER T.** QUEBEC, CANADA

---

Our work opens people up emotionally & creatively. Curious  
what might be in store for you?

GET INSPIRED >

# Testimonials



## Mahekal Beach Resort

[Website](#)

[Directions](#)

[Save](#)

4.5 ★★★★★ 1,349 Google reviews

3-star hotel

[BOOK A ROOM](#)

Address: Calle 38 X 5ta. Ave. y Zona Federal Marítima, Centro, 77710  
Playa del Carmen, Q.R., Mexico

# Highlight Employees



Mazzone Hospitality at Mazzone Hospitality Corporate Center

March 23 · 🌐

Sushi and Sake tonight in the @mazzonehospitality Test Kitchen with Chef Sasol!



# Share Tips

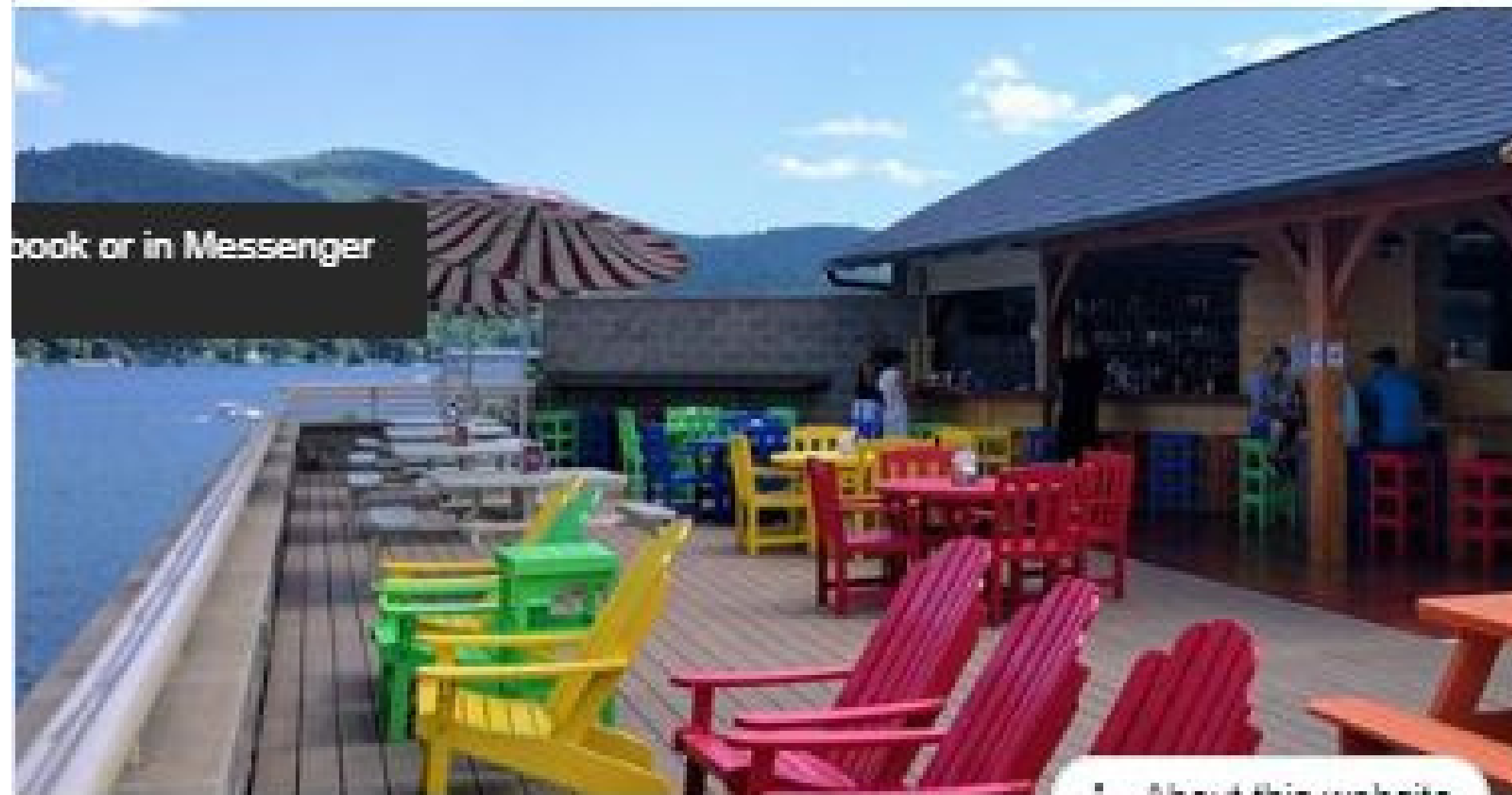


Bolton Landing



April 11 at 6:20 PM · 🌐

Here's the best places to grab a drink lakeside!



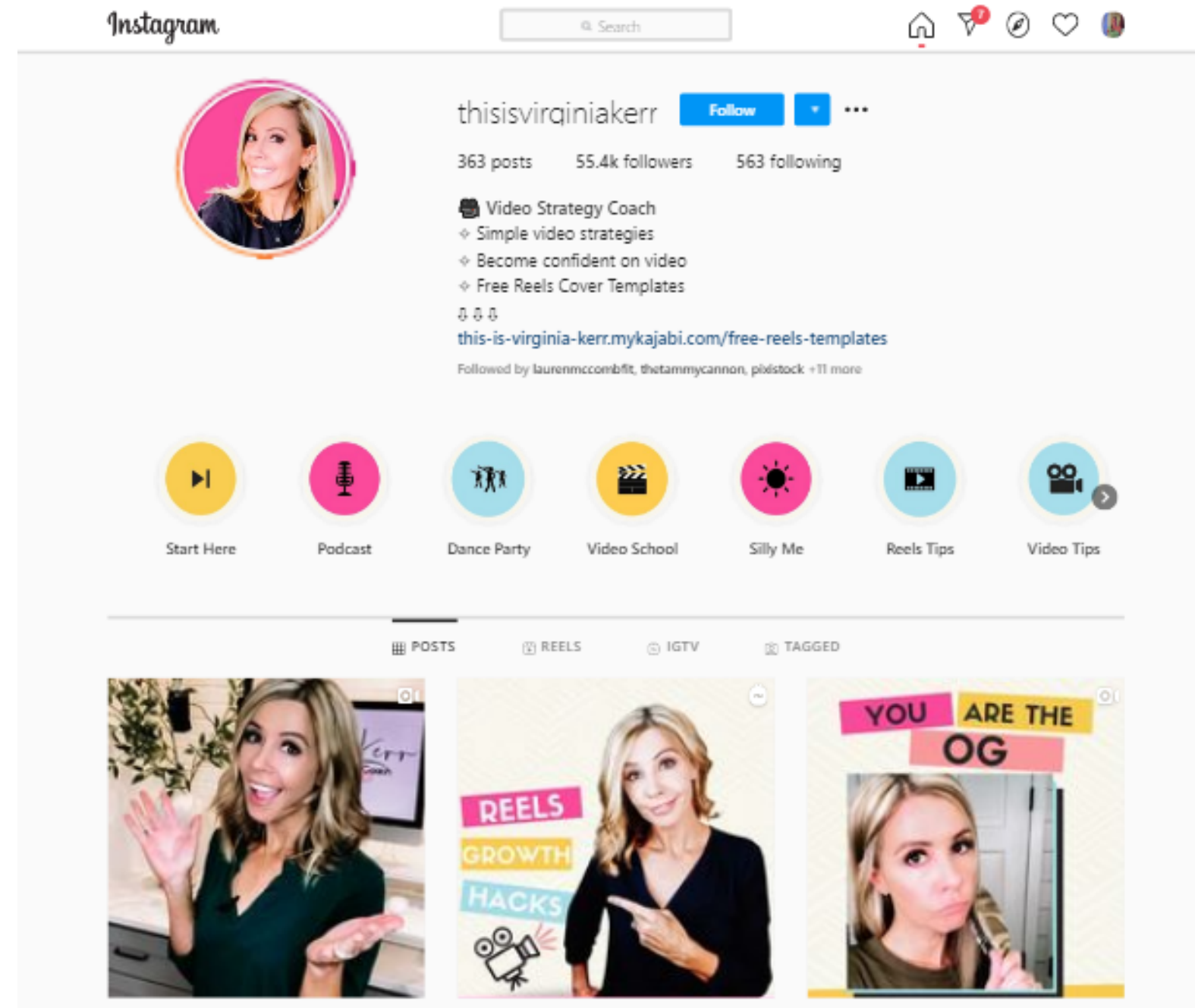
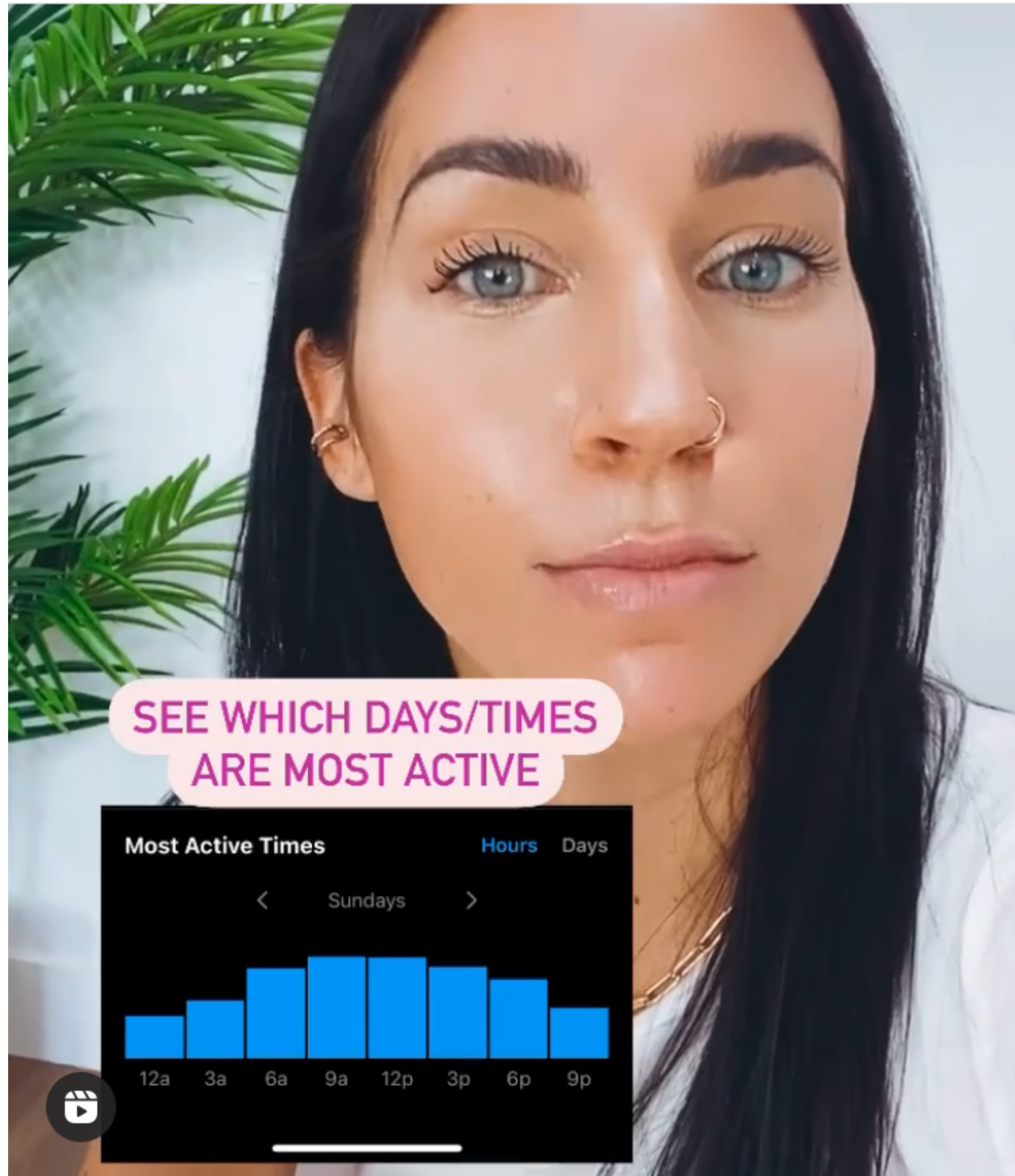
Book or in Messenger

 About this website

LAKEGEORGE.COM

**Best Places in Lake George for Lakeside Drinks, Day or Night**

# POSTS



<

# Time Blocking

Block out time in your calendar for priority tasks.

230

16

14

@nancy\_casanova · 3d ago

Social media time management tips  
#socialmediatips #marketingmentor  
#contentstrategist  
#productivitytipsntricks #sm... See more

Girl - @Yusei Aesthetic

Add comment...

<

# Work in Sprints

Assign yourself a time limits for how much time you will dedicate toward a certain task.

- Write (1 hour)
- Design (1.5 hours)
- Edit (1 hour)

230

16

14

@nancy\_casanova · 3d ago

Social media time management tips  
#socialmediatips #marketingmentor  
#contentstrategist  
#productivitytipsntricks #sm... See more

sthetic Girl - @Yusei Aes

Add comment...

<

# Systems & Automations

Break down your tasks and automate your tasks as much as you can.

230

16

14

@nancy\_casanova · 3d ago

Social media time management tips  
#socialmediatips #marketingmentor  
#contentstrategist  
#productivitytipsntricks #sm... See more

@Yusei Aesthetic Girl - @

Add comment...

<

# Work in Batches

Learn how to do your work in batches.

- Outlining
- Writing
- Designing
- Editing
- Scheduling

230

16

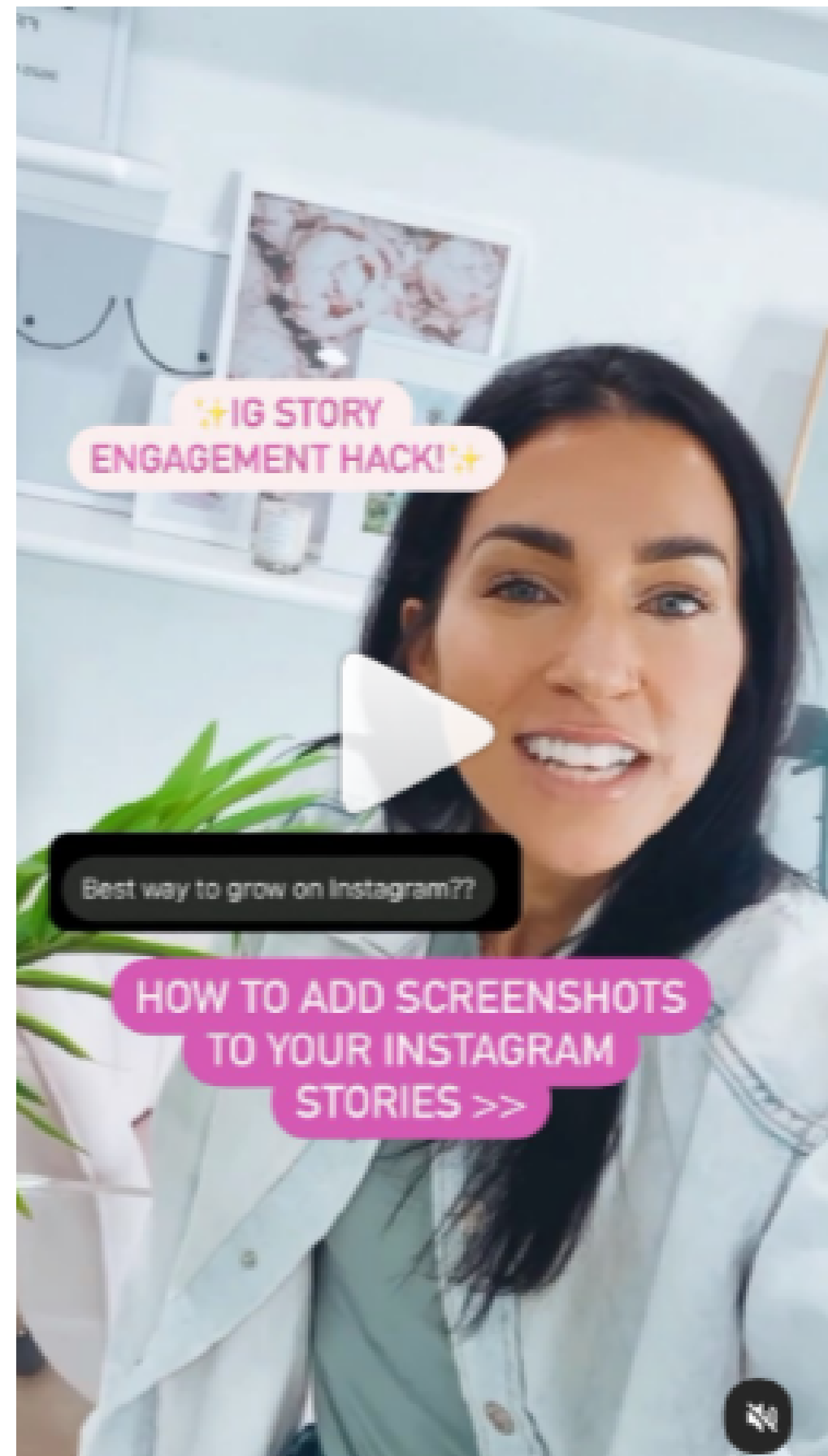
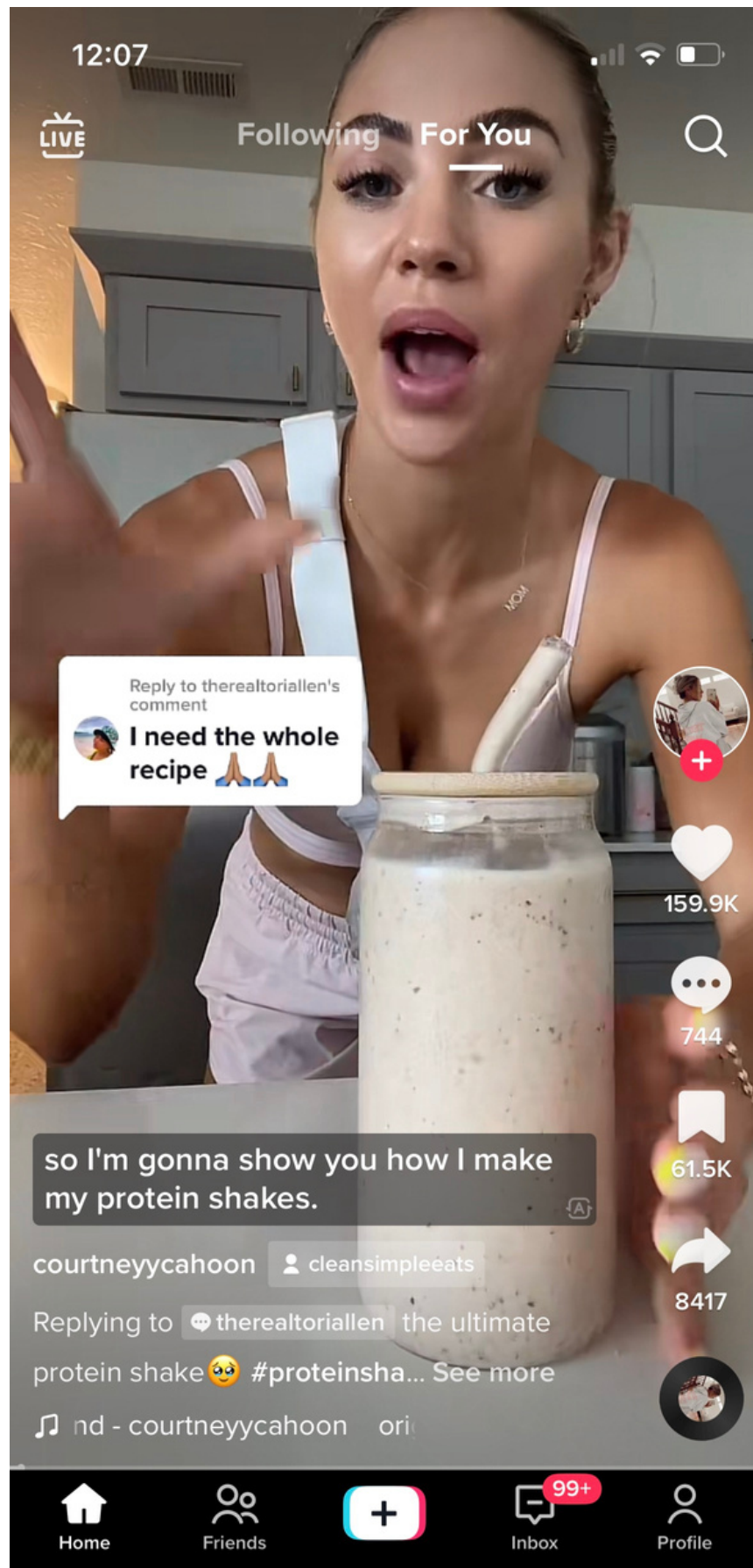
14

@nancy\_casanova · 3d ago

Social media time management tips  
#socialmediatips #marketingmentor  
#contentstrategist  
#productivitytipsntricks #sm... See more

isei Aesthetic Girl - @Yus

Add comment...

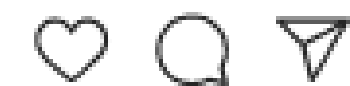


rebellenutrition • Follow  
Original Audio

rebellenutrition ADD SCREENSHOTS TO YOUR INSTAGRAM STORIES 📸 TO INCREASE ENGAGEMENT!

This is one of my fave tips for working smarter not harder >> I take any FAQ's I get in the DMs, screenshot them, and then answer to share on my stories so that my ENTIRE audience benefits (not just 1 person!) Hint: lots of people have similar questions but few are willing to ask - this helps increase engagement + provide value to your audience!

Let me know how this works for



Liked by amberlybucci and 4,544 oth

JANUARY 28

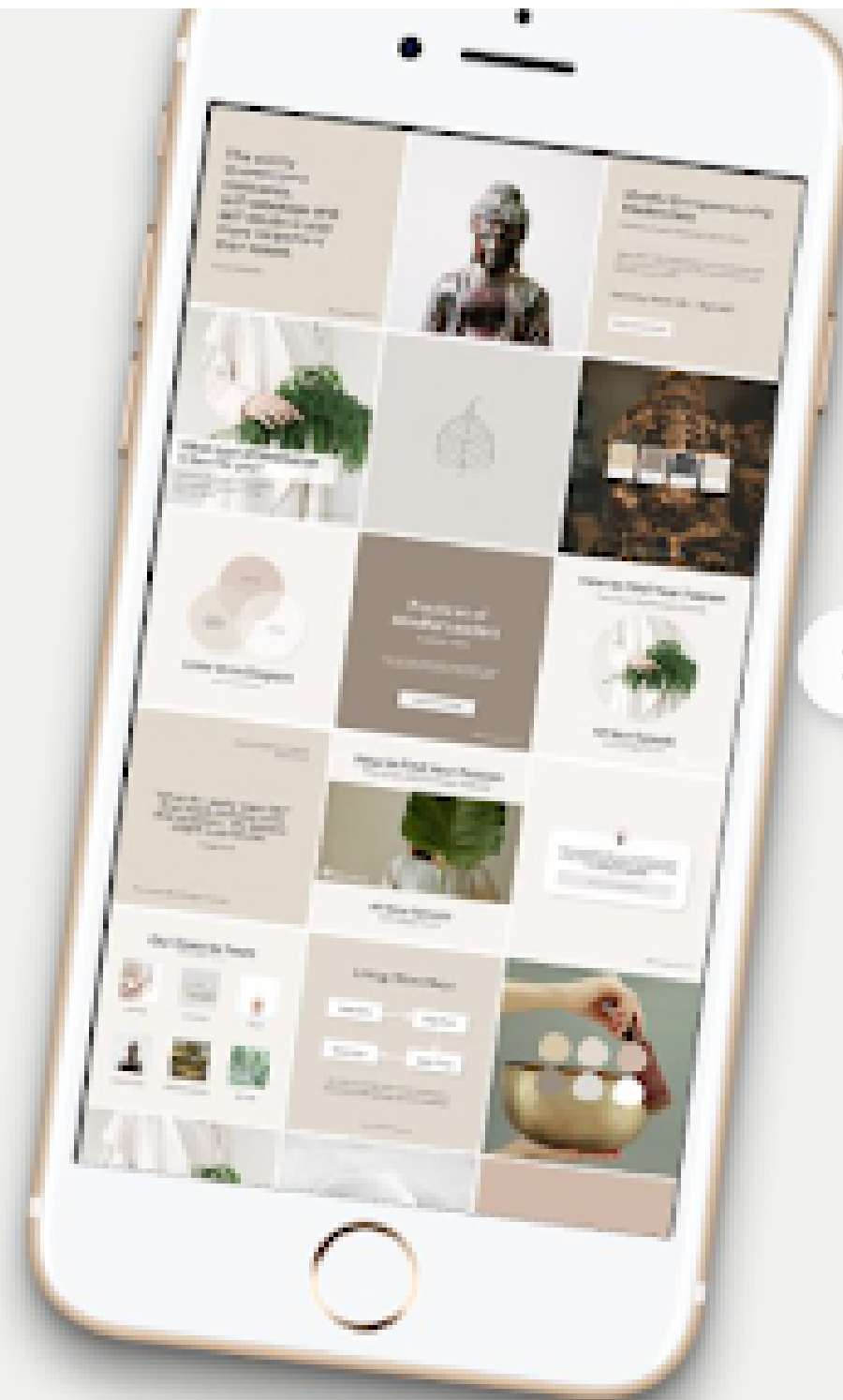
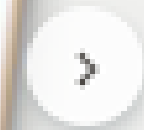
Add a comment...



# Creative Market

Get a beautiful Instagram feed, instantly.

Finally, you can focus on delivering valuable content for your audience instead of trying to make every new post idea match your branding.



designed by angela simone creative

Home

Filters

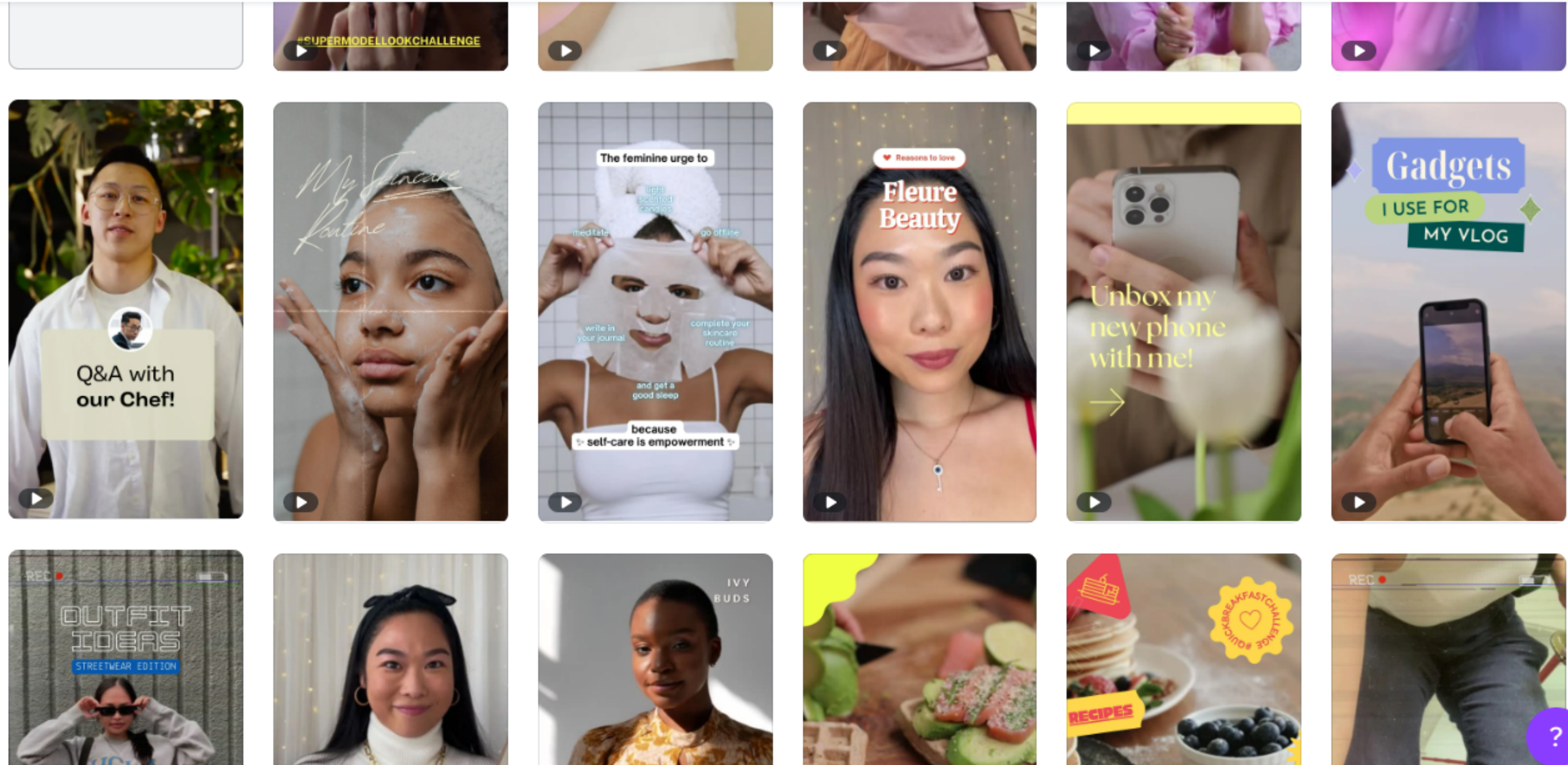
Style

- Minimalist (3.9K)
- Modern (2.7K)
- Simple (1.9K)
- Animated (1.9K)
- Aesthetic (940)
- Elegant (940)

+ View more

Theme

- Sale (1.1K)
- Pink (980)



# AnswerthePublic.com



- Facials for men
- Facials for hyperpigmentation
- Facials for rosacea
- Facials for acne scars
- How to prep for a facial
- Facial for dry skin
- Do facials actually work

# Customer Video Testimonial



## Jacksonville Wedding DJ Reviews the Best DJs in Florida with The Jeff Bell Experience

83K views • 1 year ago



The Jeff Bell Experience

Are You Looking Jacksonville Wedding DJ Near You?? Checkout Our Jacksonville Wedding DJ Reviews. We are rated the Best ...

# Share Video Testimonials



Search



RodGeeks RG-42 Testimonial #1

# Schedule a Video Shoot!



# Video Tools

- InShot
- iMovie
- Fiverr
- Canva
- TikTok
- Reels





**sweetersocial**  
Gold Coast, Queensland



2/2

- Add GIFs
- Geo Tag Location
- Add up to 10 Hidden Hashtags
- Engagement Stickers (Poll, Q's)
- Start a Conversation
- React & Reply to Stories
- Be RELATABLE!
- Show Up Consistently

@sweetersocial



Sam Robs, Kelvin Wood · No Scrubs (Radio E...



WHAT YOU SHOULD BE FOCUSING ON TO GROW:

- Engaging Content
- Analysing your Insights
- Posting Reels
- Organic Engagament
- Selling through Stories
- Consistency

(Sweetersocial)(



# Boost Engagement & Growth

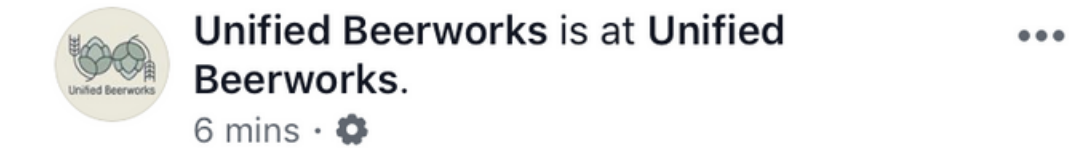
**BE  
SOCIAL!**

# How do you Boost Your Following?

- 1) Like/Comment on other pages posts
- 2) Follow influencers in your niche and share their content
- 3) Respond to your followers
- 4) Post your social media in your print advertising
- 5) Add social media to your email signatures/business cards
- 6) Add a sign in your storefront with your social media icons/ content
- 7) Run a contest
- 8) Share valuable content that benefits others
- 9) Comment in relative Facebook groups
- 10) Comment in relative LinkedIn Groups with a link to valuable information
- 11) Advertise
- 12) Give away something for FREE!

# Like, Follow and Engage with Others

- Business Partners
- Chamber of Commerce
- Related Facebook/LinkedIn Groups
- Customers
- Influencers
- Follow Hashtags
- Reviews



It's a gorgeous day outside, and the patio @unifiedbeerworks beckons! Come hang with us, and cure your midweek blues! 🍷

If you're heading to @saratogaracecourse tomorrow, don't forget your cans of Samurai Hipster to go! We'll also be open between 11a - 1p for to-go sales Thursday and Friday!



Tag other businesses in your posts (@business)

# 100 Questions to Ask on Social Media to Get the Conversation Started



Search engine Land Open

## Fill in the Blank

- My all-time favorite book is \_\_\_\_\_.
- My all-time favorite movie is \_\_\_\_\_.
- If I could travel to one place, it would be \_\_\_\_\_.
- All I want for Christmas is \_\_\_\_\_.
- My all-time favorite Christmas movie is \_\_\_\_\_.
- The best place to enjoy New Year's

## Gratitude Questions

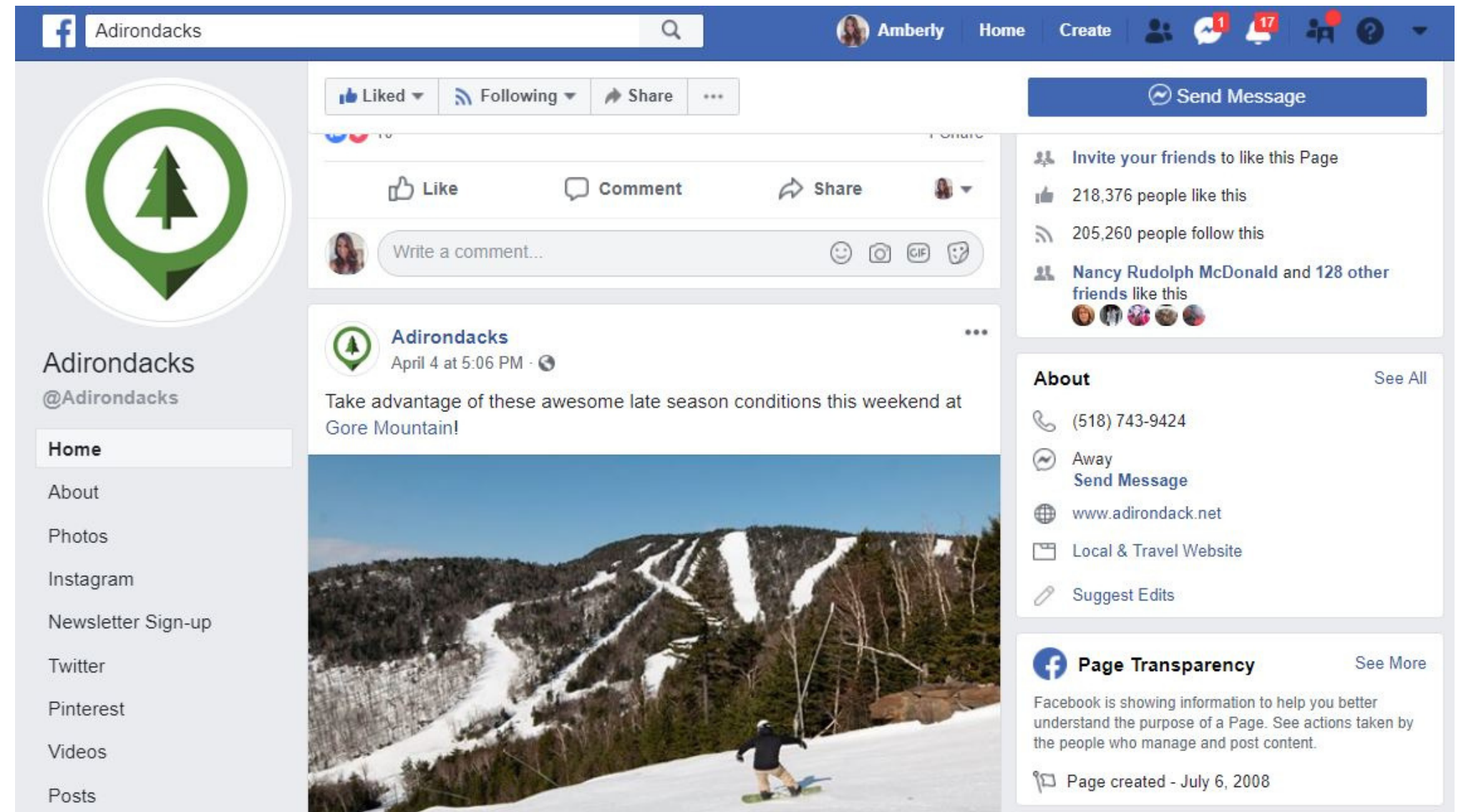
- What are you most thankful for today?
  - Who do you most admire in your life?
  - What is one way someone has helped you this month?
  - Who made a difference in your life as a kid?
- CLOSE

## Nostalgia

- What was the best book you ever read?
- What was the best vacation you've ever been on?
- When you were young, what did you want to be when you grew up?
- What was your first job?

**LEVERAGE  
OTHER  
AUDIENCES**

# Influencer Marketing



# Facebook Live - Case Study

 Published by Amberly I  
How to make the perfect Ne



## Performance for Your Post

**27,820** People Reached

**16,426** Video Views

**1,410** Reactions, Comments & Shares

<b>819</b> Like	<b>516</b> On Post	<b>303</b> On Shares
--------------------	-----------------------	-------------------------

<b>141</b> Love	<b>113</b> On Post	<b>28</b> On Shares
--------------------	-----------------------	------------------------

<b>5</b> Haha	<b>3</b> On Post	<b>2</b> On Shares
------------------	---------------------	-----------------------

<b>7</b> Wow	<b>2</b> On Post	<b>5</b> On Shares
-----------------	---------------------	-----------------------

<b>1</b> Sad	<b>1</b> On Post	<b>0</b> On Shares
-----------------	---------------------	-----------------------

<b>302</b> Comments	<b>195</b> On Post	<b>107</b> On Shares
------------------------	-----------------------	-------------------------

<b>139</b> Shares	<b>138</b> On Post	<b>1</b> On Shares
----------------------	-----------------------	-----------------------

**4,225** Post Clicks

<b>748</b> Clicks to Play	<b>64</b> Link Clicks	<b>3,413</b> Other Clicks
------------------------------	--------------------------	------------------------------

27,820 Reached  
4,226 Clicks



# Daily Engagement Checklist

01

Follow 5 new pages that are relevant to your industry

02

Like at least 10 posts from accounts you follow

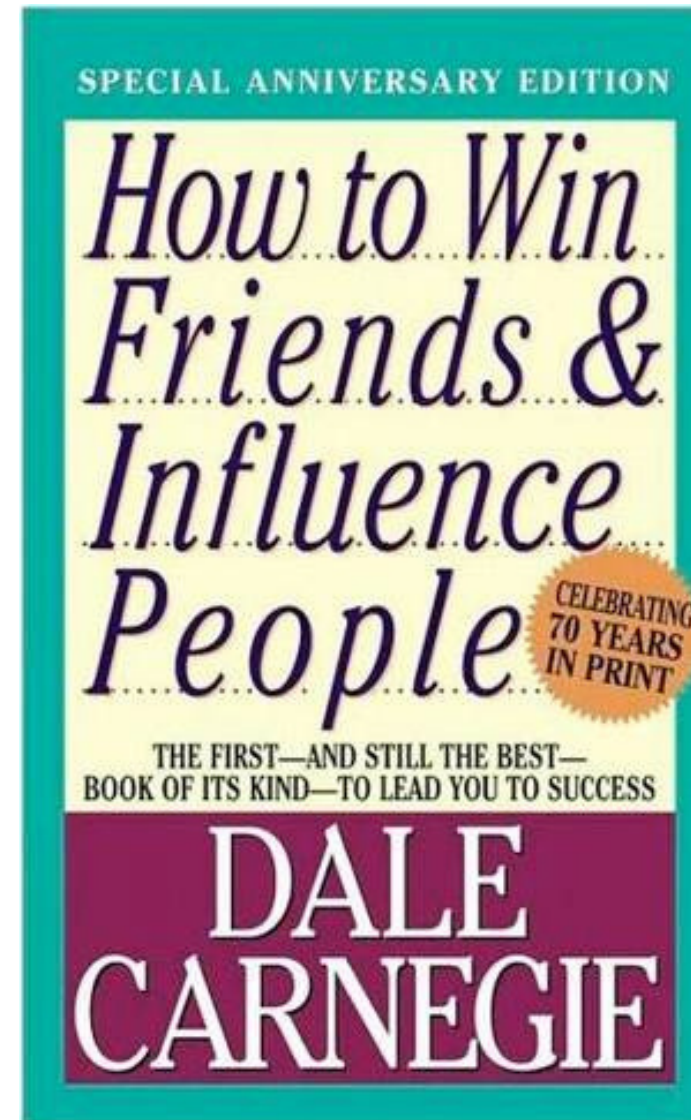
03

Like posts from new accounts from hashtag research

04

Write 5-10 thoughtful comments in posts

# Ask Questions



"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

-Dale Carnegie

# Run Contests



## THE EXPERIENCE OF A LIFETIME

Join the Yoga Fit Team at their exclusive 7-day full immersion yoga retreat in Costa Rica. 8 luxury suites with ocean views, infinity pool, private chef and a team of certified instructors help you reconnect with yourself and nature around you.

**To enter**, simply fill out the form with your name and email address.

**Contest Duration:** November 12 - December 12, 2017

**Winners will be announced on our Facebook Page:**  
December 15, 2017

**Retreat Dates:** January 12- 20, 2018



14 DAYS 14:02:15 REMAINING

First Name \*

Last Name \*

Email Address \*

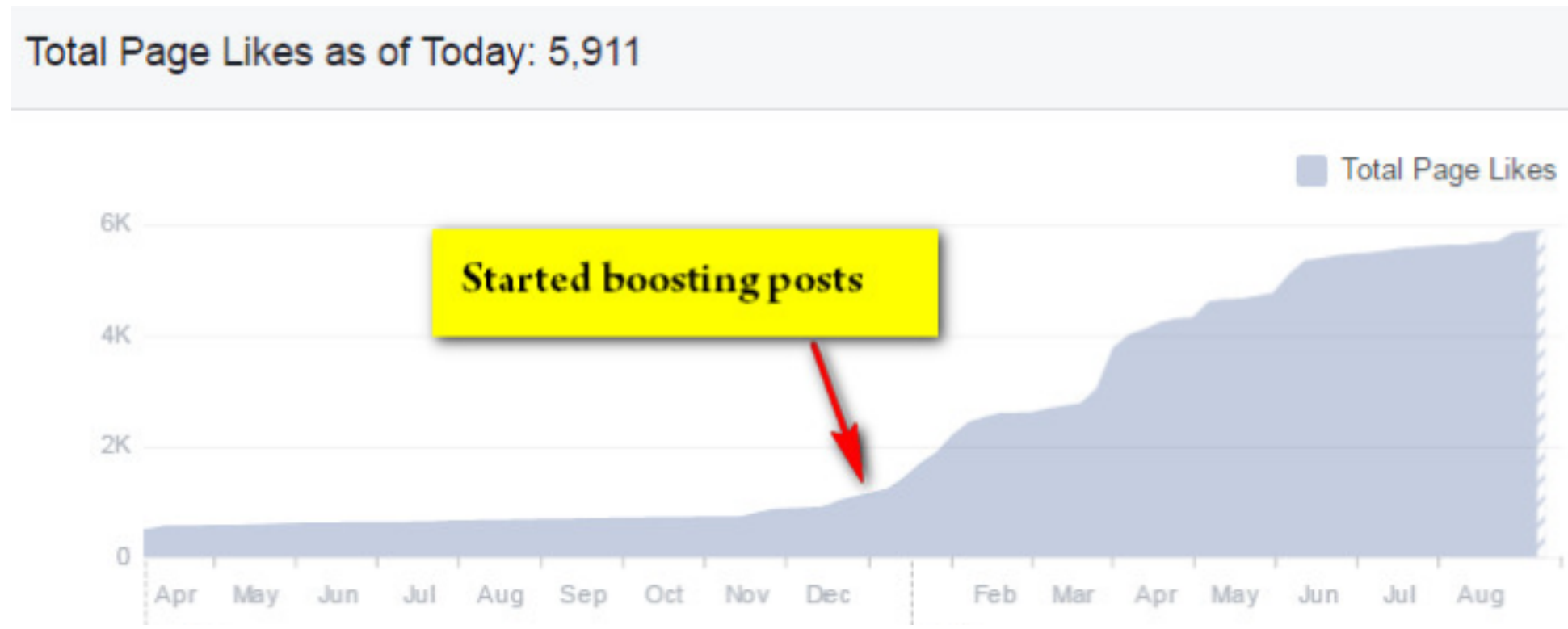
I have read, accept, and understood the **Official Rules & Regulations\***

**ENTER NOW!**

45 people have entered

# **TARGETED ADS**

# Boost Posts - Case Study



This client had very little engagement on their Facebook page. Once we started to boost posts, fans, engagement and sales increased dramatically.

# Targeted Advertising

- Age
- Gender
- Location
- Website Visitors
- Email List Subscribers
- Fans
- Friends of Fans
- Interests
- Competitors
- Birthdays
- Engaged fans



# Facebook Ad Results

4,436  
Landing Page Views

Oct 18, 2018 - Today

5,158  
10-Second Video Views

Total Page Likes as of Today: 5,911

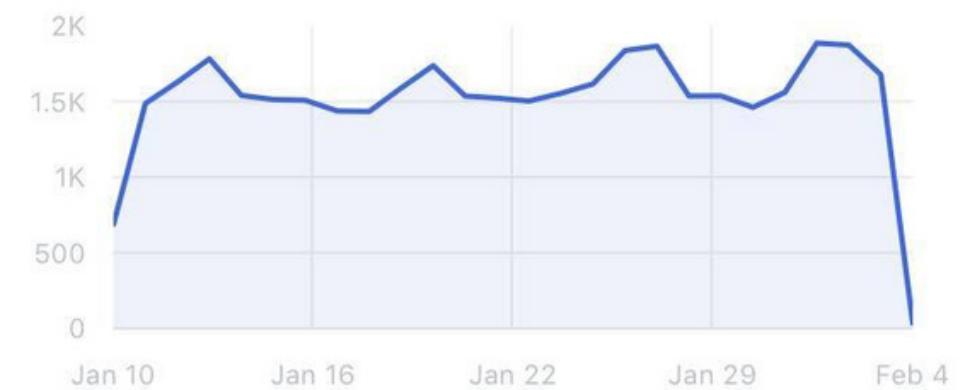


Jan 10, 2019 - Today

32,270  
Reach

\$49.85 spent

Reach per Day



## PERFORMANCE

Cost per 1,000 People Reached **\$1.54**

Reach **32,270**

Frequency **1.24**

# FACEBOOK ADS



More Reach -> Exposure -> Website Traffic

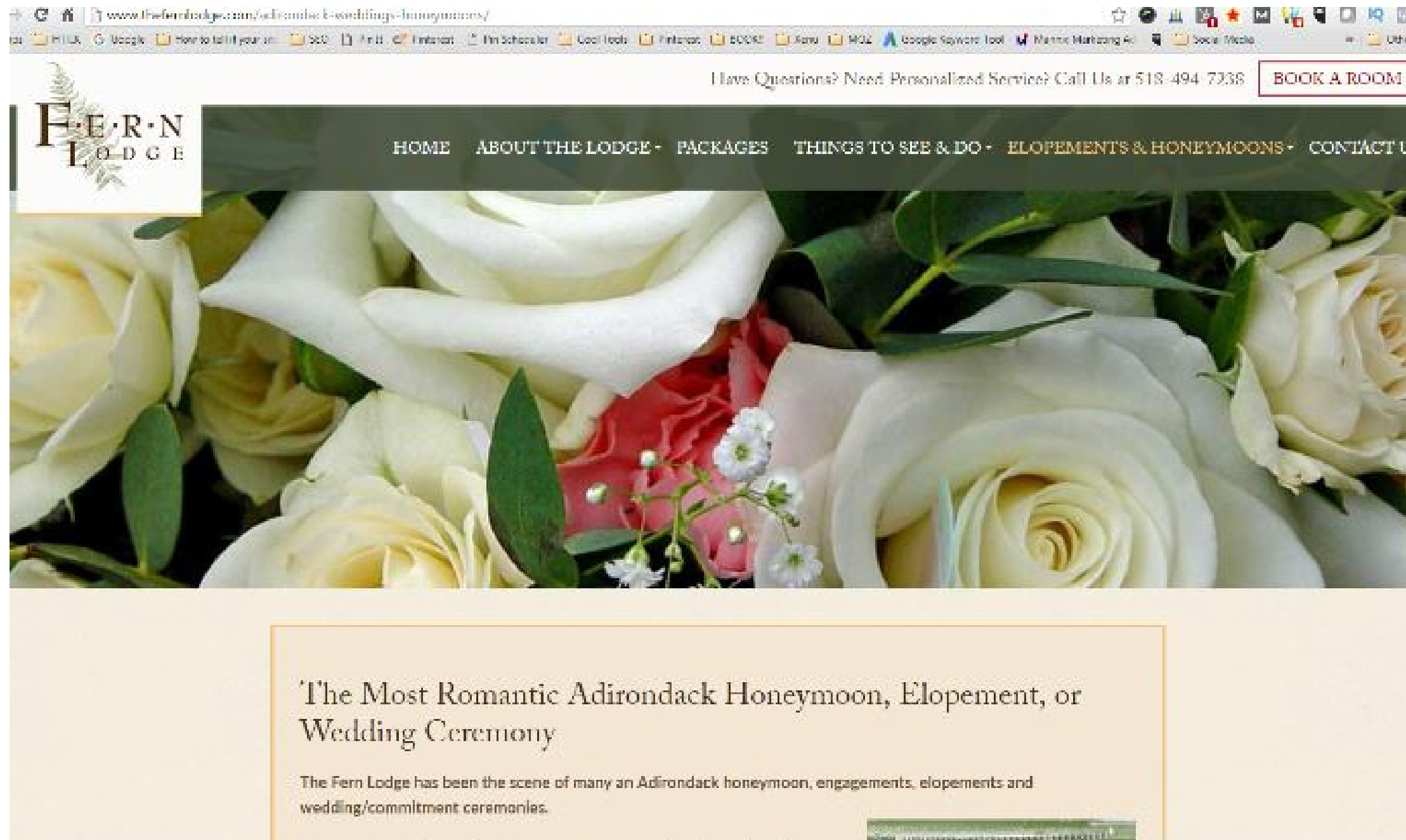
=

**MORE SALES**





# Retarget Website Visitors w/ Ads



The screenshot shows a web browser window displaying the website for Fern Lodge. The browser's address bar shows the URL [www.fern-lodge.com/adirondack-weddings-honeymoons/](http://www.fern-lodge.com/adirondack-weddings-honeymoons/). The website's header includes the logo for Fern Lodge, a navigation menu with links for HOME, ABOUT THE LODGE, PACKAGES, THINGS TO SEE & DO, ELOPEMENTS & HONEYMOONS, and CONTACT US, and a "BOOK A ROOM" button. The main content area features a large image of a bouquet of white and red roses. Below the image, a text box contains the following text:

The Most Romantic Adirondack Honeymoon, Elopement, or Wedding Ceremony

The Fern Lodge has been the scene of many an Adirondack honeymoon, engagements, elopements and wedding/commitment ceremonies.

# Target Friends of Fans



Philip Robillard, Jessica Tracy and 14 others like Superior Cantina.



Superior Cantina added 4 new photos.



Sponsored · 

Hey y'all it's Chili Week at Superior Cantina and we have some delicious specials. Chili Cheese Nachos, Chili Cheese Fries, Texas Chili over Rice and a Salsa Verde White Chicken Chili! Come in this week and try them out!!!



# Facebook Ad Results

Reach	Impressions ↓	Cost per result	Amount spent
93,830	711,118	\$26.02 Per Messaging Conv...	\$12,230.72
34,328	105,492	\$0.10 Per Post Engagement	\$400.00
35,705	95,702	\$2.08 Per Landing Page ...	\$1,000.00
42,160	83,735	\$0.06 Per Post Engagement	\$250.00
37,672	75,491	\$0.07 Per Post Engagement	\$250.00
23,880	50,200	\$0.10 Per Post Engagement	\$200.00
8,288	39,728	\$0.43 Per Post Engagement	\$200.00
6,348	35,246	\$0.25 Per Post Engagement	\$200.00
12,080	30,100	\$0.02 Cost per ThruPlay	\$200.00
7,445	27,728	\$38.46 Per Messaging Conv...	\$500.00
7,311	26,898	\$0.33 Per Post Engagement	\$200.00
<b>277,645</b> People	<b>2,502,194</b> Total	— Multiple conversions	<b>\$25,065.08</b> Total Spent

# Facebook Ad Results

## Insights

[See All](#)

Last 28 days : Jan 12 - Feb 8 ▼

People Reached

**38,975**

▲15808%

Post Engagements

**1,930**

▲2283%

# Laser Target Your Ideal Customer

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

	bass fishing	Suggestions	Browse
	<b>Bass fishing</b>	Interest:	<b>Size:</b> 4,090,984 <b>Interests</b> > Additional Interests > Bass fishing <b>Description:</b> People who have expressed an interest in or like pages related to <i>Bass fishing</i>
	Bass Fishing Favorites	Interest:	
	Striped bass fishing	Interest:	
	Sega Bass Fishing	Interest:	
	Lake Okeechobee Bass Fishing	Interest:	
<b>Connections</b> ⓘ			


# Target People in a Local Area

**Locations**

United States

- Bolton Landing, New York + 25mi ▼
- Gansevoort, New York + 25mi ▼
- Glens Falls, New York + 25mi ▼
- Lake George, New York + 35mi ▼
- Saratoga Springs, New York + 25mi ▼

Include



Drop pin

Add locations in bulk

**Age**

30 ▼ 65+ ▼

**Gender**

All  Men  Women

# Facebook/Instagram Ad Results

Reach	Impressions	Cost per result
685	1,343	\$10.00 Per Application Sub...
4,058	9,058	\$0.31 Per Post Engagement
84	88	— Per Messaging Conv...
105,255	937,667	\$25.46 Per Messaging Conv...
18,350	81,397	\$148.90 Per On-Facebook Le...



Planning a wedding this year? We offer beautiful Tipi rentals throughout New York and New England. Our Nordic Tipis make the perfect setting for your event, allowing you to create a stunning and unique venue for 5 to 500 guests. Guests will rave about your Tipi wedding for years to come.

Have questions? Send us a message online or give us a call! Let's plan your dream wedding. (518) 419-6824 ❤️ <https://event-in-a-tent.com/>



EVENT-IN-A-TENT.COM  
**Magical Tipi Weddings**  
Luxury Tipi Rental for Weddings,...

LEARN MORE

# Facebook Ad Case Study



You are targeting **men and women, ages 35 - 65+** who live in **11 locations**.

[Show full summary](#)



This promotion ended **22 days** ago.



Your total budget for this promotion is **\$50.00**.



Only the person who boosted this post can edit it.

**293**

Engagements

**6,478**

People Reached [?]

**\$50.00**

Total Spend [?]



 **Simply Inspired Living**  
January 11 · 🌐

👉 **Limited Time Flash Sale!**

🔥 **40% Off For New Customers!** 🔥

🐝🍯👉 **Gorgeous hand-felted bee bag with natural honey-vanilla lip balm and lotion. ... See More**



[SIMPLYINSPIREDGOODS.COM](http://SIMPLYINSPIREDGOODS.COM)  
**40% OFF - Wool Bee Bag Gift Set** [Shop Now](#)  
We put together a gorgeous gift bundle of rich Vanilla Bee...

# Elements of High Converting Facebook Ads

- Call-to-Action
- Urgency
- Eye Catching Photo
- Targeted Ad
- Offer

# Facebook Custom Audiences (Facebook Pixel Needed)

1. Lookalike Audiences – Audiences with similar demographics of your current customers. (Upload up a list of current customers.)
2. Email List Targeting – Retarget your subscriber list. Retarget past customers who have bought specific products. Retarget your "biggest purchaser"
3. Website Retargeting – Target warm leads. Retarget people who have previously landed your site
4. Specific page - Target people who have visited the specific product page but didn't purchase.
5. Interest Targeting – Target people based on their interests.(Ex: gluten free products, gluten free gifts, yoga, sustainable living, etc.)
6. Location Targeting – Target people based on their locations.
7. Engaged Users – Anyone who has ever liked, commented, or shared any of your posts on Facebook or Instagram.
8. Friends of fans - A person is most likely to engage with your ad or page if their friends have.
9. Facebook Connections Targeting - Target people that are friends of people that like your page. When the ad shows up, it will show that their friend has liked like your page, adding social proof

# Ubersuggest

 Export to CSV



## People also search for...

[Hide Section](#)

[Related](#) [Suggestions](#) [Questions](#) [Prepositions](#) [Comparisons](#)

<input type="checkbox"/> Keyword	Vol	CPC	SD
<input type="checkbox"/> facials near me	246,000	\$3.95	44
<input type="checkbox"/> facials spa	74,000	\$2.46	54
<input type="checkbox"/> spa for facials	60,500	\$2.49	35
<input type="checkbox"/> facials for eczema	60,500	\$5.57	69
<input type="checkbox"/> facials for dark spots	33,100	\$1.67	54
<input type="checkbox"/> ice facials	33,100	\$0.43	57
<input type="checkbox"/> facials spa near me	27,100	\$3.31	38
<input type="checkbox"/> vampire facials	27,100	\$1.76	70

- Home
- Explore
- Shorts
- Subscriptions

---

- Library
- History
- Your videos
- Watch later
- Work
- Show more

SUBSCRIPTIONS

- Yuu Mii
- Adam Erhart
- Neil Patel
- Modern Millie
- TEDx Talks
- Atherton Painting & R...
- Anointed With Pow...
- Show 26 more



The \$450 Contouring Facial Celebrities Swear By | Beauty Explorers | Beauty Insider

5.9M views · 2 years ago

Beauty Insider

Biba de Sousa is a celebrity esthetician located in Beverly Hills, California. She customiz...

CC

Cleansing | Lymphatic Drainage | Extractions |... 5 moments



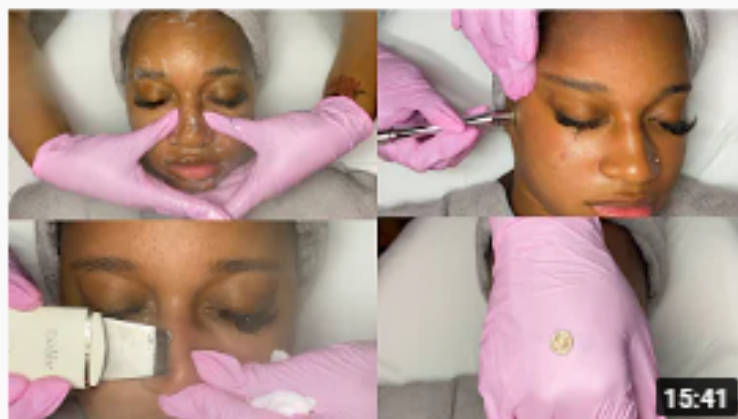
Instant Relaxation: Acne Scar Smoothing Facial + Blackhead Extractions + Hair Combing

861K views · 4 months ago

JadeyWadey 180

Hey Skin Junkies! Welcome back to Complexions by Jade, my esthetician skincare serie...

Avena Sativa (Oat) Seed Water helps calm dry and... 5 moments



Summer Glow Facial w/ Microdermabrasion | GlamByLiaLeigh

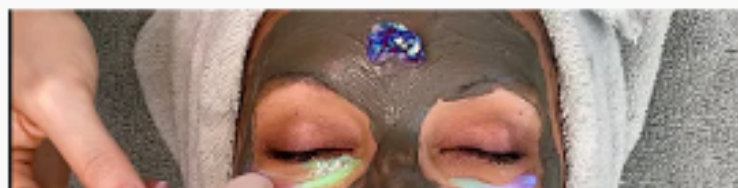
365K views · 1 year ago

LiaLeigh

Summer Glow Facial w/ Microdermabrasion | GlamByLiaLeigh AMAZON STORE : https://...

4K

Lira Clinical Bio Enzyme Cleanser | Lira Clinical Ice... 7 moments



Energetic Crystal Facial: Brightening Dark Under Eyes, Deep Hydration, Meditation Massage & More

143K views · 3 months ago

YouTube

floor slip stoppers


Show Data

Home

Explore

Shorts

Subscriptions



Anti Slip Floor Coating - Slip Resistant Nano Sealant - Best Non Slip Floor Coating

Replaces annual strip and wax. Recommended for use in schools, healthcare, any commercial. Has a 2nd year return on investment...

Ad <https://www.wmgamerica.com/boostmax>

Google

floor slip stoppers

Show Volume

<https://www.slipstopusa.com>

Slip Stop USA: #1 Anti Slip Protection & Slip Resistant Floor ...

Domain Authority: 12 Est. Visits: 29 87

SLIP STOP makes your **floor** tiles **slip** resistant and safe when wet. SlipStop sealer reduces costs and liabilities caused by **slip** and fall accidents.

[Most Popular](#) · [Testimonials](#) · [About Us](#) · [Contact Us](#)

## BEST PRACTICES INCLUDE:

**Get visual:** Develop social graphics that provide basic information in a creative way. This will grab attention in a way plain text can't.

**Engage:** Use event-specific and topical hashtags, and mention the event host or fellow speakers to create engagement around your content.

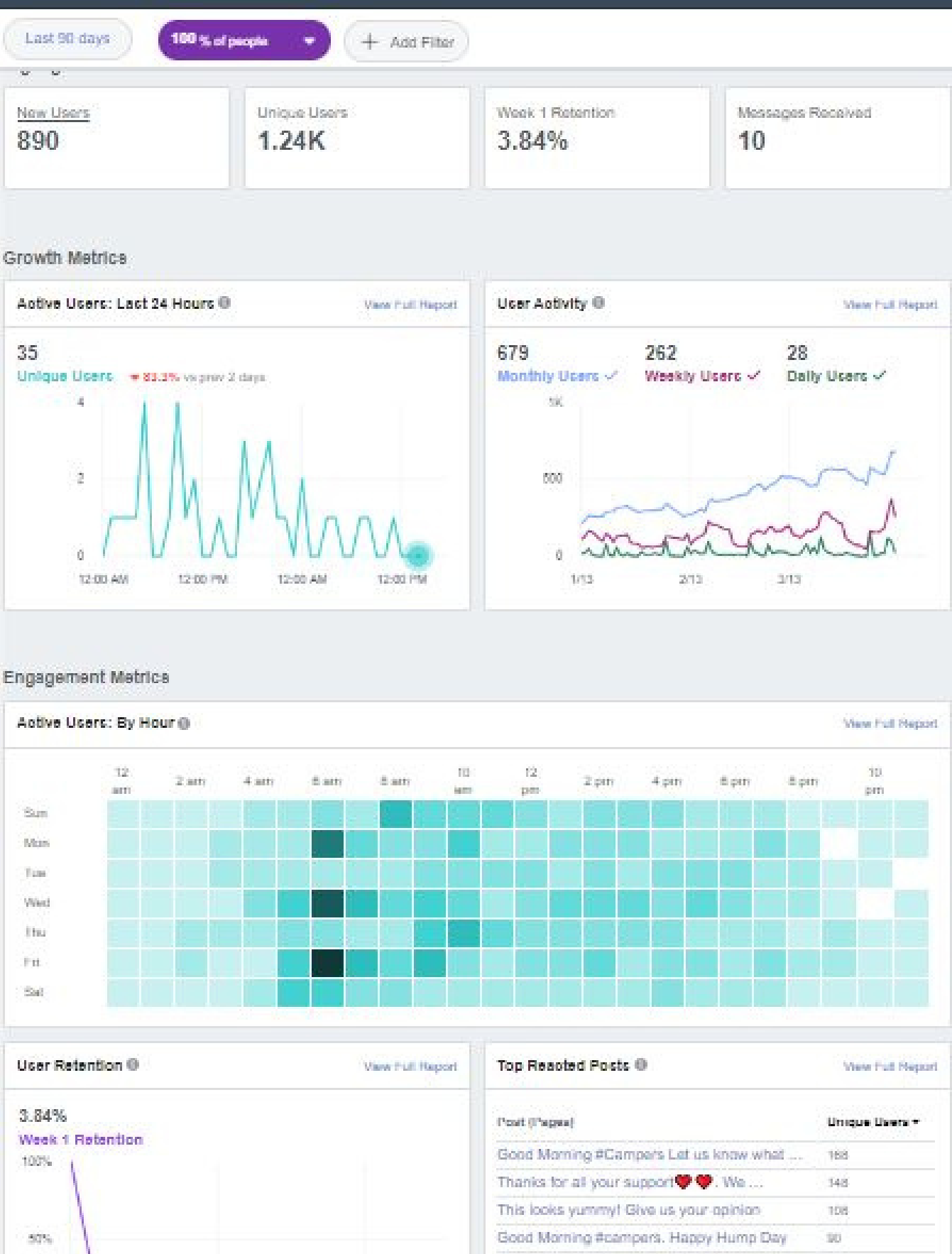
**Drive Participation:** Where can your audience sign up or learn more? Provide a link as a call-to-action.

## Deliver Valuable Insights:

**Use Hashtags:** Always use relevant event hashtags to drive traffic to your posts.

**Analyze Your Results**

# Facebook Analytics





## Ads summary

Amberly Bucci spent \$44.30 on 3 ads in the last 60 days.

Last 60

### Reach ⓘ

1,068 ↑ 100%



See more

### Post engagement ⓘ

324 ↑ 100%



See more

### Link clicks ⓘ

33 ↑ 100%



See more

### Audience ⓘ

#### Post engagement ⓘ

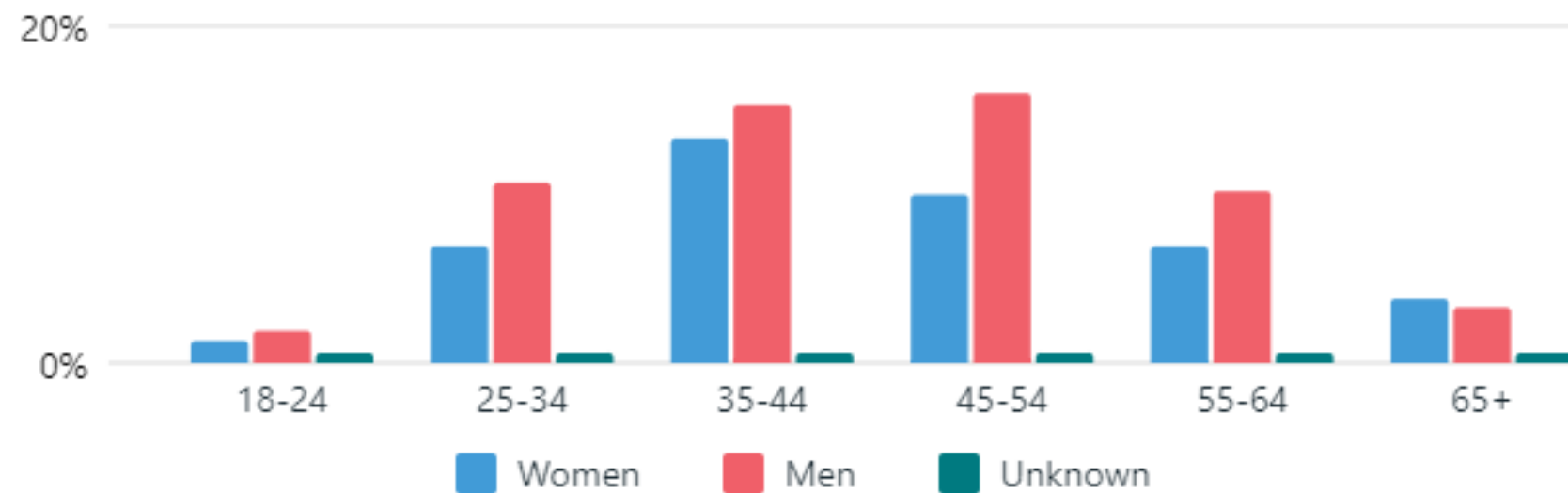
1.2K

#### Post engagement by category

Age and gender

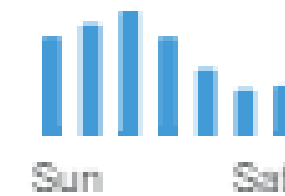
Placements

Locations



Total last week

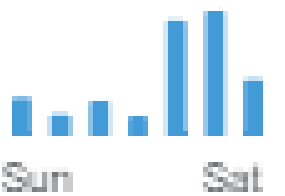
926



Facebook Page reach ⓘ

Total last week

569



Instagram reach ⓘ

## Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you keep up the great work.

### Highest reach on a post ⓘ



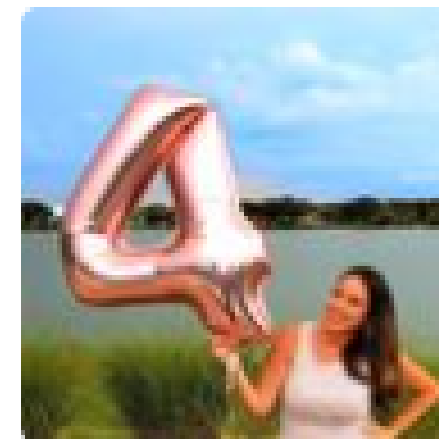
 Facebook post

The Social Media Workshop

Sep 9, 2022, 12:19 PM

This post reached **793%** more people (634 people) than your median post (71 people) on Facebook.

### Highest reactions on a post ⓘ



 Facebook post

In August, my business turned 4! I'm incredibly grateful for m...

Aug 30, 2022, 11:13 AM

This post received **550%** more reactions (13 reactions) than your median post (2 reactions) on Facebook.



# Insights

Review performance results and more.



Amberly Bucci Digital Marketing



Last 28 days: Aug 22, 2022 – Sep 18, 2022



Overview

**Results**

Audience

Feedback

Benchmarking

Content

Overview

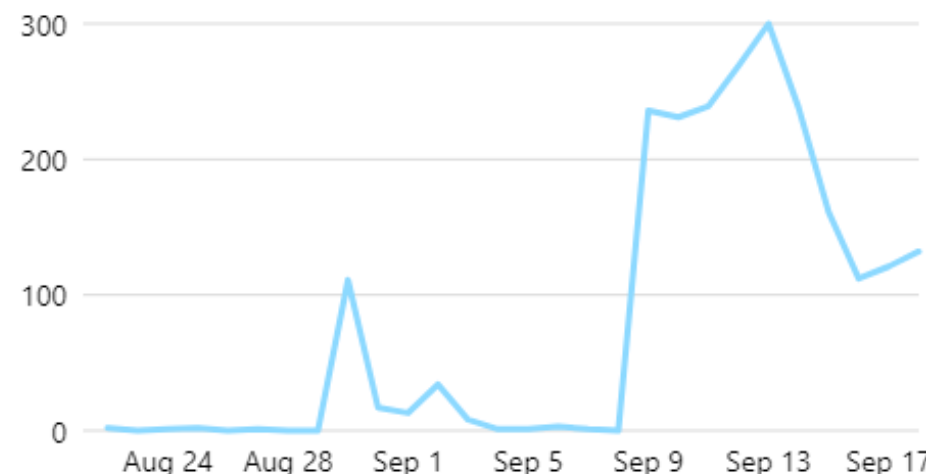
Content

## Reach

Export

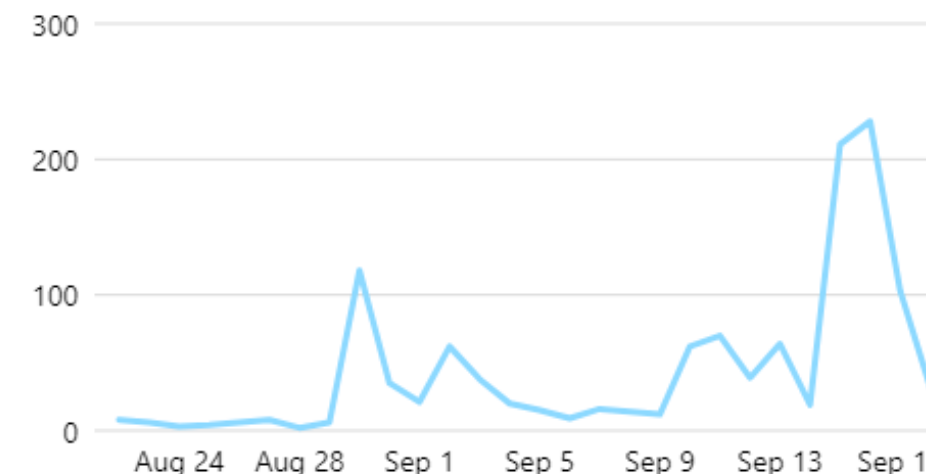
Facebook Page reach ⓘ

1,231 ↑ 8.7K%



Instagram reach ⓘ

789 ↑ 49.1%



## Page and profile visits

Export

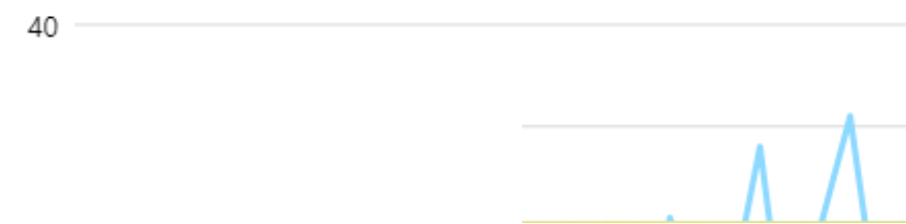
Facebook Page visits ⓘ

64 ↑ 326.7%



Instagram profile visits ⓘ

246 ↑ 68.5%



## Ad trends

Paid reach ⓘ

1,068 ↑ 44.5%

Paid impressions ⓘ

2,217 ↑ 134.9%

### Online store sessions by social source

[View report](#)

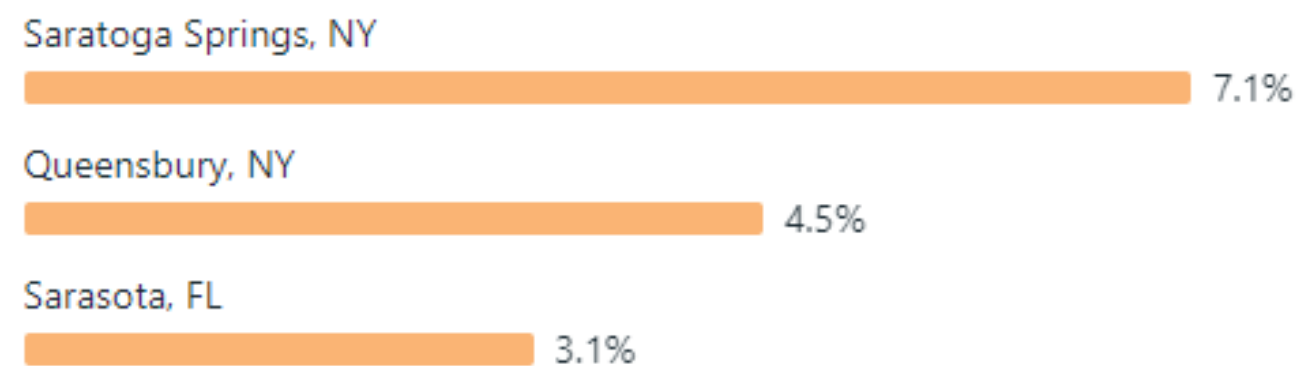
Facebook	72,095	↑ 315%
Instagram	15,770	↑ 486%
Pinterest	1,333	↑ 9,421%
Youtube	535	↑ 61%
Facebook Messenger	2	↓ 60%

### Sales by social source

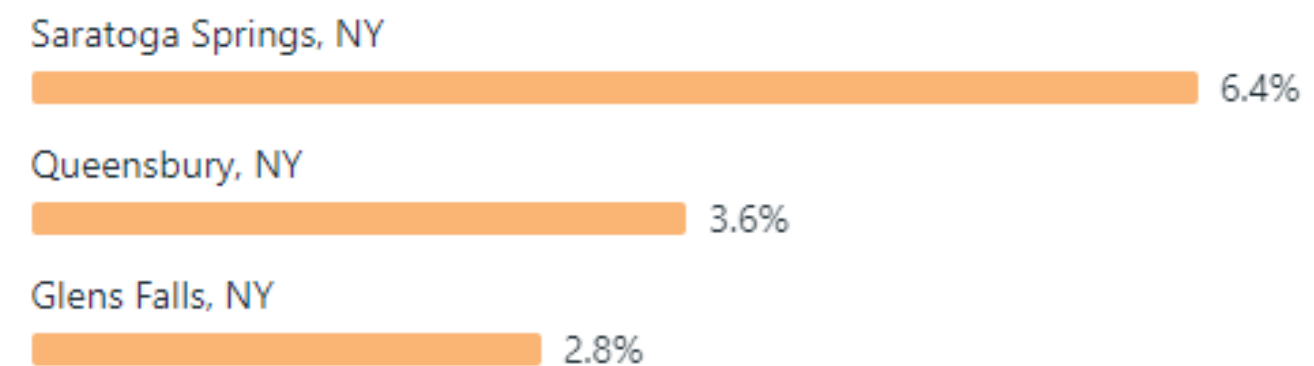
[View report](#)

Facebook	\$178,010.88	↑ 766%
Instagram	\$27,657.50	↑ 715%
Pinterest	\$398.52	-

#### Top cities



#### Top cities



# SOCIAL MEDIA

## PROPOSED TIMELINE FOR 2022

### SEPTEMBER

Review notes  
Create a Social Media Strategy  
Create a Media Library

### OCTOBER

Create a content calendar  
Stick to a consistent posting schedule

### NOVEMBER

Test targeted ads

### DECEMBER

One video shoot  
One photo shoot

# Social Media Tips

- Develop a plan! (Social Media Strategy)
- Create a content calendar
- Schedule posts ahead of time
- Be Social! Engage with your followers
- Educate, Entertain, Inspire
- Target ads to your ideal audience
- Test, test, test!
- Measure results, optimize, & repeat



# Social Media Audit



# Let's Connect!

www.amberlybucci.com  
AmberlyBucci@gmail.com  
(518) 307-8106



[www.facebook.com/amberlybuccidigital marketing](https://www.facebook.com/amberlybuccidigitalmarketing)



@amberlybucci



@amberlybucci



<https://www.linkedin.com/in/amberly-bucci-77504412/>