

Social Media Case Study: JerseyPorkRoll.com

Call Us Today! (800) 811-6003



Client:

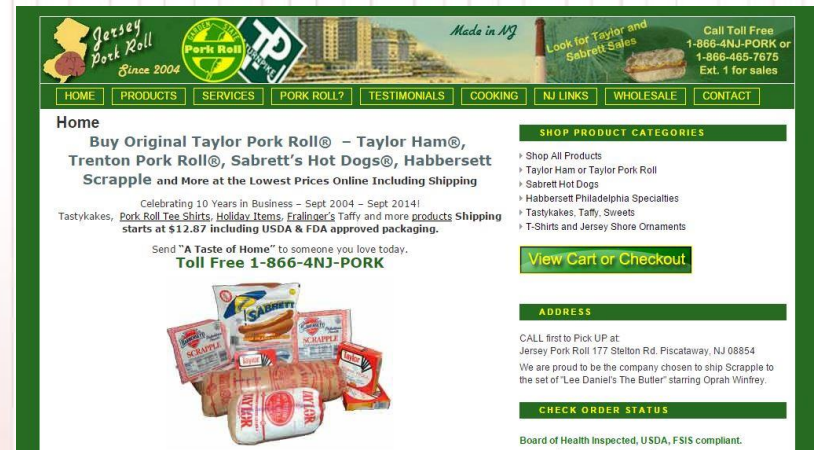
www.jerseyporkroll.com

Campaign Type:

Red Social Media Package
(Facebook, Twitter, & Google+)

Period of Time:

March 1, 2015 – March 31, 2015



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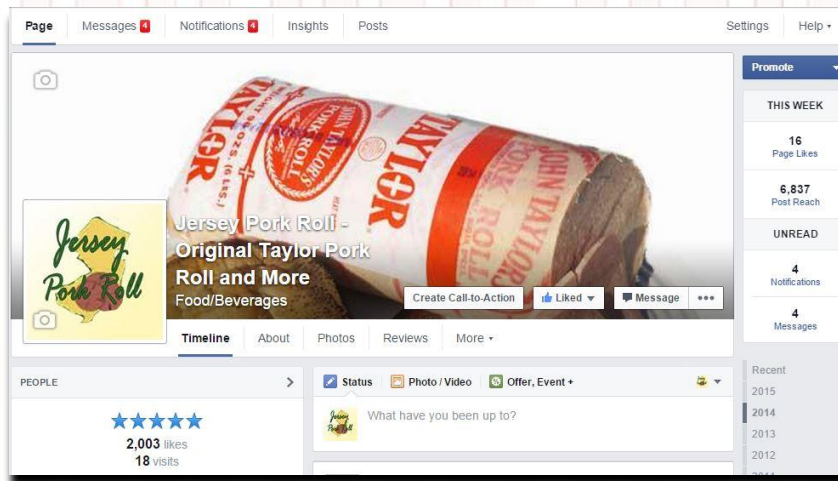


Type of Business:

A B2C Provider of New Jersey's famous Pork Roll/Taylor Ham and other east coast boardwalk delicacies.

Goal:

Increase Facebook following and increased Website traffic.



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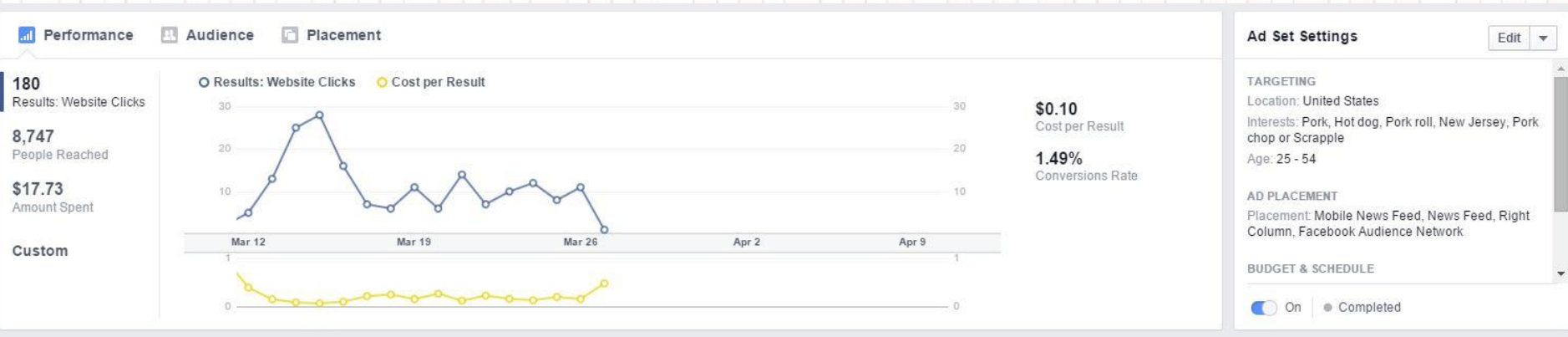
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Solution & Results:

Conducted a Facebook Website Click Campaign to increase traffic to website. For the Month of March 2015 we were able to garner a total of **180 Website clicks** at a cost of \$0.10 per result and reached **8,747** people.



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This displays one of the more successful Ad campaigns which attained 95 website clicks, reached **5,383 people**, Liked by **158** Facebook user's with **21** engaging comments on the ad.

This Ad ▾ Columns: Performance ▾ Create Similar Ad Export ▾

	Ad Name	Delivery	Results	Reach	Cost	Amount Spent
<input type="checkbox"/>	jerseyporkroll.com/ - Website ... jerseyporkroll.com/ - Website Cli...	● Not Delivering Ad Set Completed	95 Website Clicks	5,383	\$0.08 Per Website Click	\$7.73
Showing 1 Ads			95 Website Clicks	5,383	\$0.08 Cost Per Website...	\$7.73

Ad Settings Edit ▾

Jersey Pork Roll - Original Taylor Pork Roll and More 👍 ▾

Sponsored · ✨

Original Taylor Ham and Taylor's Pork Roll, Sabrett Hot Dogs, Tastykakes, and Scrapple

Buy Original Taylor Ham Shop Now

jerseyporkroll.com

158 Likes · 21 Comments

👍 Like
💬 Comment
➦ Share

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Along with the Ad campaign, eMarketing Concepts created posts scheduled every other weekday (3 posts a week).

These posts consisted of trending & related topics to the business. By giving variety to posts, it gives the business a personality that current and potential clients can relate to.

Using a combination of content which sparks interest, photos and hashtags, these posts were able to reach hundreds of people which some Liked and Shared.

Post Details

Reported stats may be delayed from what appears on posts

1,619 People Reached

166 Likes, Comments & Shares

106 Likes	54 On Post	52 On Shares
32 Comments	4 On Post	28 On Shares
28 Shares	28 On Post	0 On Shares

41 Post Clicks

41 Photo Views	0 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

1,619 people reached

Like · Comment · Share · 54 · 4 · 28

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Post Details Reported stats may be delayed from what appears on posts

Jersey Pork Roll - Original Taylor Pork Roll and More
March 23 at 6:46am · Edited [?] · 🌟

Hope you all had a GREAT weekend! Here's to a good start!
#jerseyporkroll #funnymeme #crazymeme #taylorham #porkroll #breakfast #goodtimes

981 People Reached

88 Likes, Comments & Shares

62 Likes	33 On Post	29 On Shares
10 Comments	3 On Post	7 On Shares
16 Shares	16 On Post	0 On Shares

11 Post Clicks

11 Photo Views	0 Link Clicks	0 Other Clicks
----------------	---------------	----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

981 people reached Boost Post

Like · Comment · Share · 🌟 33 🗨️ 3 🔄 16

Post Details Reported stats may be delayed from what appears on posts

Jersey Pork Roll - Original Taylor Pork Roll and More
April 7 at 9:19am · Edited [?] · 🌟

Pork Roll has been manufactured since 1856. It is pre-cooked, hickory smoked, salt cured and can be safely shipped all year long.
#jerseyporkroll #porkroll #taylorham #1856 #history <http://bit.ly/1DFvAd7>

1,834 People Reached

227 Likes, Comments & Shares

149 Likes	109 On Post	40 On Shares
41 Comments	8 On Post	33 On Shares
37 Shares	37 On Post	0 On Shares

23 Post Clicks

14 Photo Views	9 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

1,834 people reached Boost Post

Like · Comment · Share · 🌟 109 🗨️ 8 🔄 37

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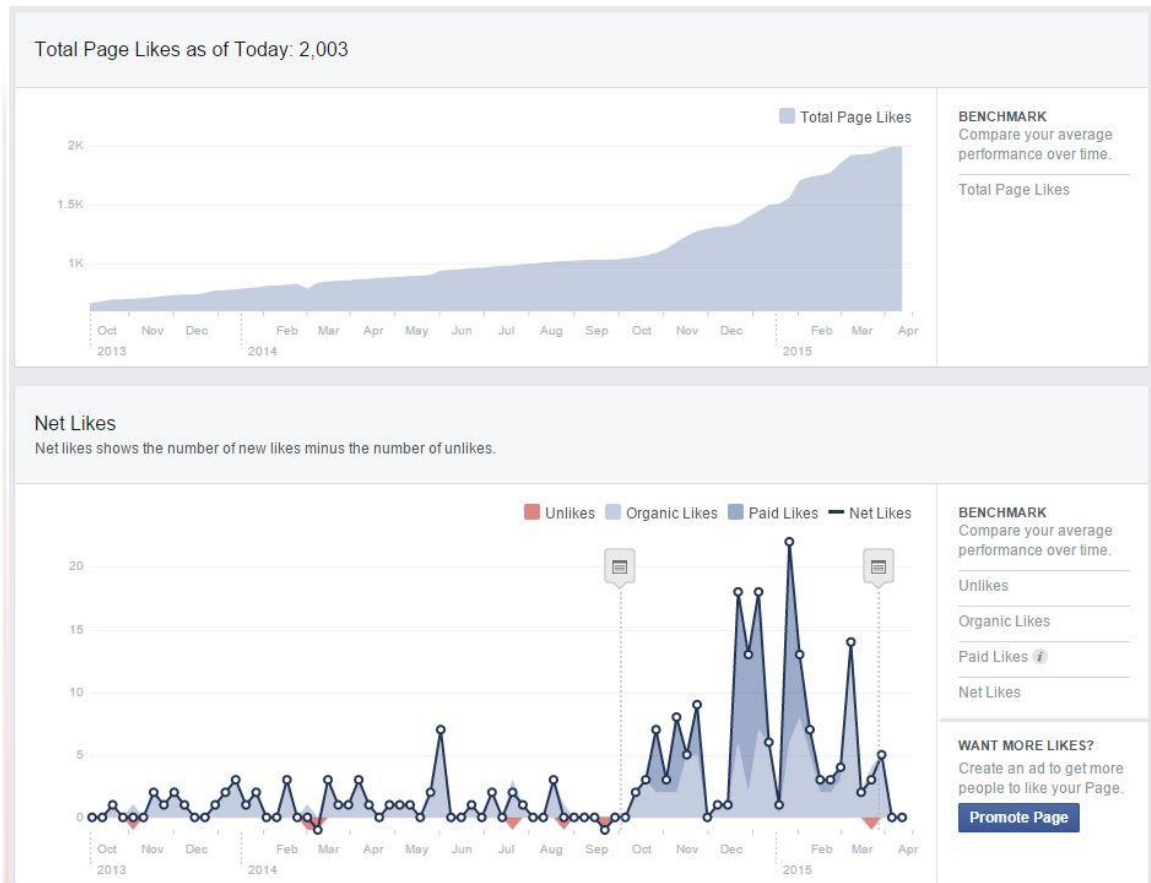
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Although the Facebook Ad campaign was geared towards Website traffic, the attention and shares of the postings increased their likes and follows from **1,047** at the beginning of their service in September of 2014 to **2003** likes/followers as of April 10th 2015



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