

Facebook Ads

– Case Study –



Results

- > 298 Link Clicks
- > 13,000 People Reached
- > Sold Out Ticket Package

Overview

We ran a game specific ticket package ad for just three days that linked to a specific landing page created through a ticketing partner that was only accessible through the Facebook ad.



Rapid City Rush
Sponsored

On November 23rd, the Rushmore Plaza Civic Center will transform into Rush's Wizarding World! Yer' all Wizards and Witches for a night with enchanting games throughout the night for our fans including a crowd competition. The arena will be divided into "wizarding houses" and the houses will compete against each other throughout the game for a chance to win a post-game prize! We also have a limited number of specialty ticket packages available that include a wizarding scarf! For tickets & scarf package call the Rush office directly at 716-7825 or click the link below!

RUSH'S WIZARDING WORLD
TICKET PACKAGE, NOV. 23RD
1 TICKET
1 SCARF
FOR \$30
RAPIDCITYRUSH.COM
605-716-7825

Rapid City Rush Hockey



Results

- > 6 Apply Now Actions Taken
- > 51 shares of Job
- > 313 Post Engagements

Overview

A person supported at Black Hills Works need some new staff to be able to continue to live independently. Using Katie's story, we created a sponsored post to promote this specific job opening at Black Hills Works.



Black Hills Works
Sponsored

Hi, my name is Katie.
I love living in Rapid City! There is so much I do here. I have a great team to help me live on my own. I am looking to hire another person to assist me to do things so I can continue to live in my own house. I love to listen to music, do crafts, watch movies, mess with my hair, nails, and make-up. I love cool clothes! I love to talk and visit and listen to stories. I am a positive happy person. I also need help to keep a healthy diet and doing exercis...
See More



Black Hills Works



Results

- > Over 4,000 Video Views
- > 210 Clicks to Consultation Appointment Form

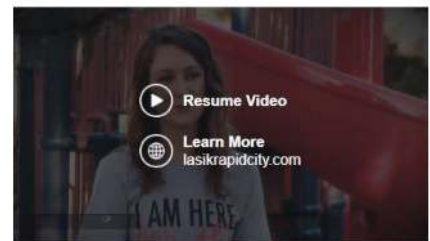
Overview

Wrapping up the year of 2019 the Eye Institute offered an \$1100 savings off of iLASIK surgery along with free consultations. The Facebook ad featured a testimonial from a patient that had recently completed her surgery.



Black Hills Regional Eye Institute & Laser Vision Center
Sponsored

Interested in 20/20 vision before 2020? Save \$1,100 on iLASIK or PRK through the end of the year at the Eye Institute! iLASIK consultations available in Rapid City, Gillette and Chadron.



LASIKRAPIDCITY.COM
iLASIK
Black Hills Regional Eye Institute

Learn More

Black Hills Regional Eye Institute

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

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LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666

