

CM Photographics

CM Photographics prides themselves on a fun, laid back, yet professional demeanor that allows their clients to feel at ease, be themselves, and fully enjoy their wedding day. Their perfect blend of traditional and photojournalistic photography styles captures the essence of the emotion that transpires throughout the day with minimal direction. CM Photographics prides themselves on being professional, yet personal.

Objective

CM Photographics chose to advertise on Facebook to drive traffic to their site and acquire qualified leads.

Solution

Facebook Ads provided CM Photographic the ability to target their exact demographic which was 24 - 30 year old women whose relationship status on Facebook indicated that they were engaged.

Recently engaged?



CM Photographics would love to be a part of your event. Mention this ad for \$500 off!

“I have found [Facebook Ads] SO effective. My business wouldn't be anywhere close to where it is today if it weren't for Facebook, and the ads campaign.”

— *Chris Meyer, President*

Results

Over 12 months, CM Photographics generated nearly \$40,000 in revenue directly from a \$600 advertising investment on Facebook.

Of the Facebook users who were directed to CM Photographics' website from the ads, 60% became qualified leads and actively expressed interest in more information.