



Increasing sales during low season
- using Facebook advertising to find
the right people in the right place.

Who


Greeley Tree, a business offering tree cutting, planting, maintenance and firewood supply services in Winchester (VA) was looking for new ways to find customers during low season.

Challenge

The beginning of the year is low season for the tree services industry. We needed to increase sales and raise awareness of the regular company services that are not related to “emergencies”, in order to make the low season busier.

The main challenge was to [identify and reach the right target and to create a message that attracted their attention.](#)

Strategy



Greeley Tree Service
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Tree trimming can help maintain the longevity and health of your trees, the beauty of your property, and keep things tidy. Don't overlook it. Sign up now to get the offer!

\$100 OFF ANY SERVICE & FREE ON-SITE ESTIMATE

\$100 OFF any service & FREE on-site estimate
<https://www.greeleytree.com/>

10 Likes · 1 Comment

Like Comment



Greeley Tree Service
Sponsored · 🌳

If you have a tree on your property that might be unhealthy or damaged, contact the professionals at Greeley Tree Service today for a safe, honest tree removal service. Sign up now to get the offer!

\$100 OFF ANY SERVICE & FREE ON-SITE ESTIMATE

\$100 OFF any service & FREE on-site estimate
<https://www.greeleytree.com/>

Sign Up

33 Likes · 13 Comments · 16 Shares

Like Comment Share

Our professional campaign management team used Facebook targeting options to reach the exact **right target: 25+ year-old homeowners living in a radius of 20 miles around the company premises.**

The creative team created an **eye-catching ad creative** that demonstrated the offered service and included a **special promotion** for a discount of \$100 and a completely free on-site estimate as an **incentive to make the first contact.**

The campaign ran with our special Reach & Leads technique which optimizes the campaign performance towards reaching enough people and generating leads directly within Facebook, allowing the target to **sign up for the offer simply by clicking the ad.**

Thanks to our technology, all the leads were automatically sent to the company, allowing them to contact the interested people and book an appointment right away.

Results

Thanks to specific targeting combined with the right message, the advertising campaign turned out to be very successful with a minimum investment.

The company generated several new leads and made some big sales with a very limited \$85 budget - **all this in low season** when finding new business is usually very difficult!

\$1,000

Approximate new Sales Value

1176%

Campaign ROI

INVESTMENT

\$85

SALES VALUE

\$1,000

ROI

1176%