

Simply Branded

Facebook Ads Case Study

SAVED IN AMERICA - THE FILM



About the Documentary Saved In America

Saved In America is the story of one woman's journey to show America what is happening in the animal welfare world. Kim Sill protested for an entire year to bring awareness about pet shops selling puppy mill dogs.

What she found was shocking and led her to ask why half a billion dollars a year is raised in the name of animal welfare and the grassroots rescues in America's communities are not seeing any of this money?

This is the story of the underdogs and the everyday heroes who spend their time and money rescuing animals.



OVERVIEW

Our client came to us with the goal of increasing visibility of the film. The goal was to develop and execute a 3-month campaign that would boost visibility, reviews, and donations.

OBJECTIVES

The main objectives were to increase audience traffic, positive reviews, and viewer engagement through Facebook Ads. It was our responsibility to create the strategy for a national campaign, curate content, and execute the Facebook Ads successfully.

The Challenge

CHALLENGE

The challenge during this project was getting national exposure of the film “Saved In America”. When Simply Branded first started we noticed two major areas that needed improvement through our campaign:

LITTLE TO NO TRAFFIC

The film was not getting any traffic because the current promotions were not successful.

LITTLE TO NO ENGAGEMENT

The few viewers were not leaving reviews or sharing the film to promote more traffic.

The Solution

3-Month Facebook Ad Campaign Strategy & Execution

SOLUTION

We developed a three-month strategy to launch multiple Facebook campaigns targeting specific audiences based on demographics and mutual interests with the film. Our targeted campaigns showcased parts of the film relevant to specific users sparking interest and engagement.



**Social Media Success Formula:
Content +
Engagement +
Conversion.
Repeat.**

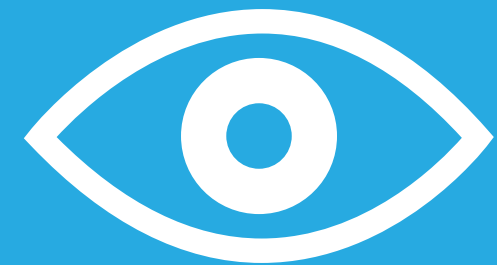
A decorative header featuring several colorful balloons (purple, green, pink) and scattered confetti (yellow, purple, green) against a blue background. A large green circle is partially visible on the left side of the slide.

Our Goal to Increase **Visibility** on a National Level was a Success!

As a result, thousands of people either purchased or streamed the film, left positive reviews, and left donations for the organization.

+11,736%

Increase in Viewership



We saw a substantial increase in the viewership of the promoted film. Our campaign was a success!

+ 14,233%

Increase in Unique Streams



The goal of the campaign was to increase views of the documentary. Unique streams refers to an individual watching the film.




+422%

Increase in Revenue



The Facebook Ads led to an increase in revenue because of the donor program associated with the campaign. For every review left on the video as a result of the Facebook Ads, a donor would donate \$10 to the non-profit organization.





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