



Social Media Case Study Wag N' Wash



Wag N' Wash Natural Food and Bakery is a chain of pet stores that offers all-natural pet food, gourmet biscuits, and pet washes.

GOALS



Increase brand awareness



Drive franchise development leads



Increase lead acquisition

OUR STRATEGY



Facebook advertising



Targeted national campaigns



Lookalike audience creation



Targeted messaging to site visitors



Branded, compelling images

RESULTS

304,143

Unique people reached over five months

758,831

Impressions served to targeted audiences

63,991.67%

Increase in site sessions from Facebook in 5 months

#1

Facebook was the #1 source of traffic to the site

100%

Increase in lead forms from Facebook traffic

82.7%

Facebook leads that were last click or direct conversion

Learn more about how Volume Nine can transform your social media strategy at v9seo.com

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