

FACEBOOK CONTEST INCREASES LIKES BY 60 PERCENT



Water's Edge Dermatology uses an integrated social media strategy to **CONNECT** with women in South Florida about its cosmetic and medical dermatology services. Amperage developed, implemented and managed a month-long Facebook contest – a Botox® giveaway – that reached more than 500,000 users who were **MOTIVATED** to win.

MEASURE: Page posts, advertising and email marketing increased page likes by more than 400 in a single month.

FACEBOOK AD



CONNECT

MOTIVATE

MEASURE

METRICS

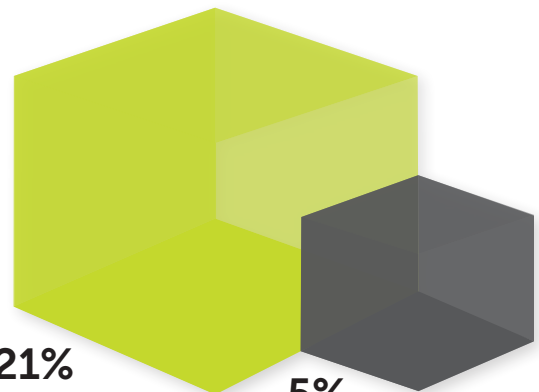
Core page metrics increased from the previous month.

PAGE LIKES **61.71%** ↑

ENGAGED USERS **3,775%** ↑

WEEKLY TOTAL REACH **23,839%** ↑

CLICK-THROUGH RATE



2.21%
Water's Edge Dermatology click-through rate

.5%
Facebook ad click-through rate average*

*Source: Facebook Advertising Performance Benchmarks & Insights, Webtrends



AMPERAGE | MOVE THE NEEDLE
HEALTHCARE MARKETING

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