

Social Campaigns

Social Campaigns: Reach Your Audience on Facebook and Instagram

Connect with **Woodworking Network's** audience by running targeted social media campaigns on both Facebook and Instagram. Our social campaigns allow you to reach professionals in the woodworking and closets & organized storage industries who are already engaged with our content.

With a sponsored campaign, you can:

- 1 **Increase Visibility:** Your ads will be shown to a large, focused audience, helping you get your brand in front of the right people.
- 2 **Drive Traffic and Leads:** By retargeting users who have already shown interest in the industry, you can bring potential customers directly to your site, increasing traffic and generating high-quality leads.
- 3 **Encourage Engagement:** Share content that encourages interaction and conversation, helping your brand build stronger connections with potential customers.
- 4 **Target Precisely:** Customize your campaign to focus on the audience that matters most to you, with options to target by location, age, gender, and more, so your ads reach the right people at the right time.

These campaigns are designed to help you achieve sales goals, build brand awareness, and engage with a specific industry audience.

We work with you to tailor each campaign to meet your needs. Standard promotions will run for a 30-day period with a report and consultation delivered halfway through the campaign in case any creative materials or audience targeting need to be adjusted.

Cost per campaign: \$3,500

Campaign Success for Participating Advertisers

Over the last few years, the average amount of reach for standard campaigns was:

- ★ **20-50k accounts** (impressions higher) ★
- ★ An average of **300-500 link clicks** ★
- ★ **15-20k video playthroughs** ★
- ★ **Hundreds of leads** ★

