

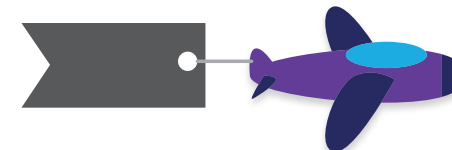
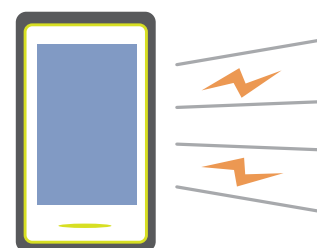
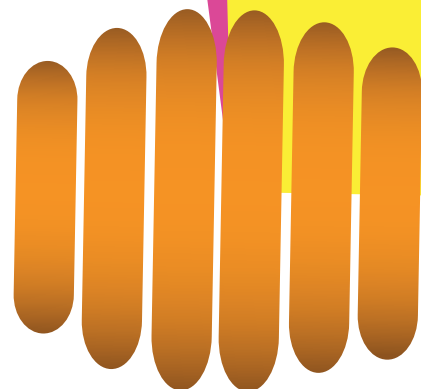


Bee

.....  
SOCIAL GROUP™

# SUCCESS STORIES

Social Media helps you reach your business goals



## **You know your business**

Whether you sell in person, online or through an app, you know what you'd like to do next as your business grows.

## **We know people**

More than a billion people use Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Youtube to connect with friends, family and things that matter to them.

## **Social Media connects businesses with people**

Marketing on social platforms helps your business build lasting relationships with people and find new customers.



## REAL BUSINESSES. REAL RESULTS.



To reach more high-value customers for less, Bee Social Group developed Facebook's boost posts, to Promoting Probelle's nail care products and reaching a broader audience Resulted in a 78% higher click-through rate than standard ads.



## Their Story

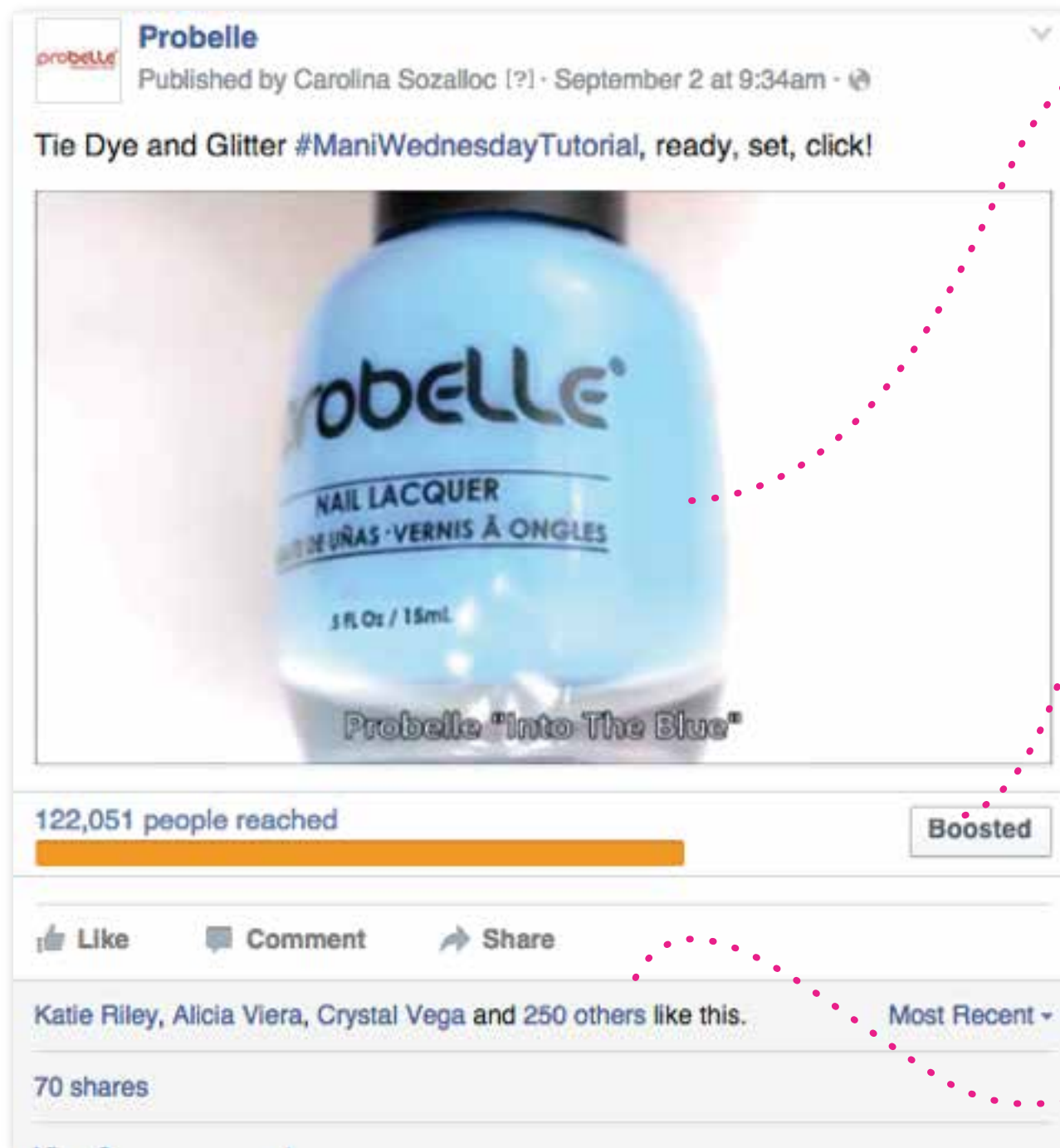
“Probelle focuses its number one priority on high quality and innovation. Their nail polish is renowned worldwide for its high shine and long lasting formulation, our nail treatments deliver the highest reputation on restoring and maintaining healthy natural nails, and to complement the line we manufacture all essential tools by hand in Germany with 100% stainless steel. As a leader in the beauty industry we are always innovating and manufacturing the best products at the best affordable prices to consumers.”

## Their Goal

Aiming to reach more high-value customers, Probelle needed an ad solution that would make it possible to showcase a variety of images from a vast product catalog. The company wanted to massively reduce its cost per engagement, and achieve a better return on ad spend than it had on previous campaigns.

## Testimony

“With Bee Social Group’s knowledge, suggestions and creativity we have been able to showcase our products across multiple social channels which helped us increase sales, bring more traffic to our website and certainly have a closer relationship with our customers.”



▶ Video on manicure tutorial  
Trending beauty topic

▶ Boosted post:

\$110

Target:

Females

21 and up

USA

Interests: Nail Polish, Bloggers,  
Nails, Nail Art, Healthy Nails,  
Beauty Trends, Colors, Fashion,  
Beauty Salon, Nail Products

▶ Over 250 likes

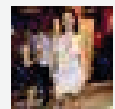
Reached 122,051 people





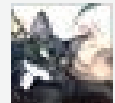


70 shares



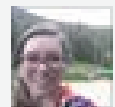
**EliQuasha Parham** Shamika

Unlike · Reply · 2 · September 3 at 6:47pm



**Noemi Lopez** Hayley Russell

Unlike · Reply · 2 · September 4 at 3:38pm



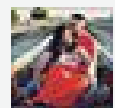
**Hayley Russell** Hell yeah!

Unlike · Reply · 2 · September 4 at 4:08pm



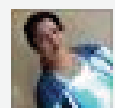
**Savanah Anderson** Happy Day

Unlike · Reply · 2 · September 5 at 6:35pm



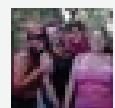
**Eunice Martin Hernandez** Daisy Contreras

Unlike · Reply · 1 · September 6 at 9:40am



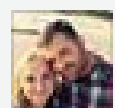
**Priyanka Barua** Very good

Unlike · Reply · 1 · September 6 at 10:12am



**Becky Lynne** Way too much work

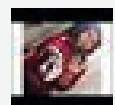
Unlike · Reply · 3 · September 6 at 10:19am



**Becky Wasche** Samantha Wasche

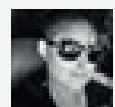
Unlike · Reply · 1 · September 6 at 5:13pm

↳ 1 Reply



**Jenny Nguyen** Jenny Nails GrandPrairie

Unlike · Reply · 1 · September 8 at 7:57pm



**Araceli Trinidad** Mayra Trinidad

Unlike · Reply · 1 · Yesterday at 1:36am

→ 70 Shares

→ 10 Comments



# Results:

- Drive Online Sales
- Increase Brand Awareness
- Announce Offers
- Reach females nationwide

2X

increase in conversion rate of people coming from Facebook  
over the past year

2X

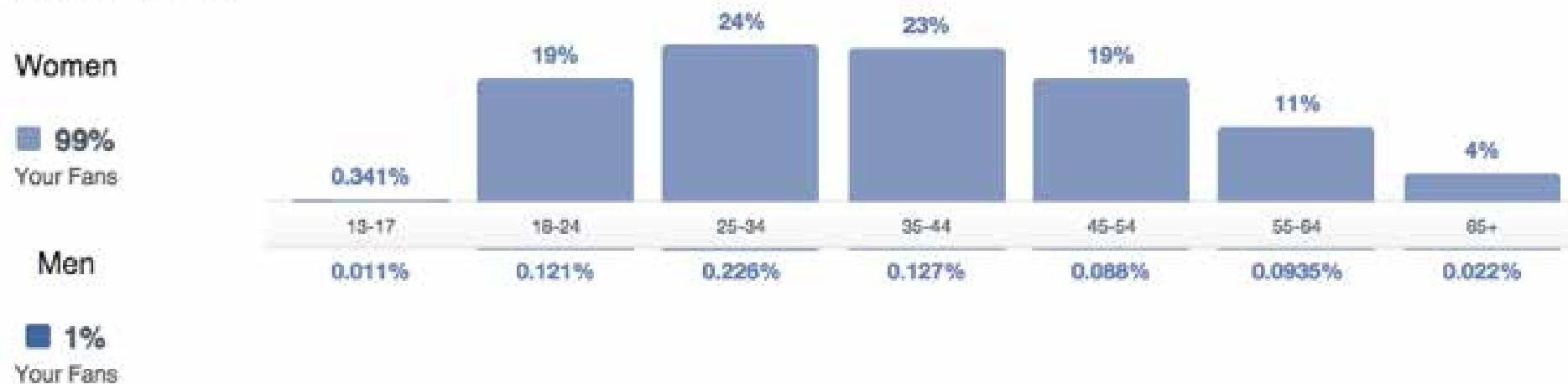
increase in customers



Bee Social Group created fun contests with prizes like Nail Lacquer Bundles, Gift Cards, Nail Tools Sets & more. Bee Social Group created fun contests with prizes like Nail Lacquer Bundles, Gift Cards, Nail Tools Sets & more. We used different targeting tools to reach a niche market of women, as well as link ads to drive potential customers to the company homepage.. We used different targeting tools to reach a niche market of women, as well as link ads to drive potential customers to the company homepage.

## Probelle's Facebook Audience:

The people who like your Page

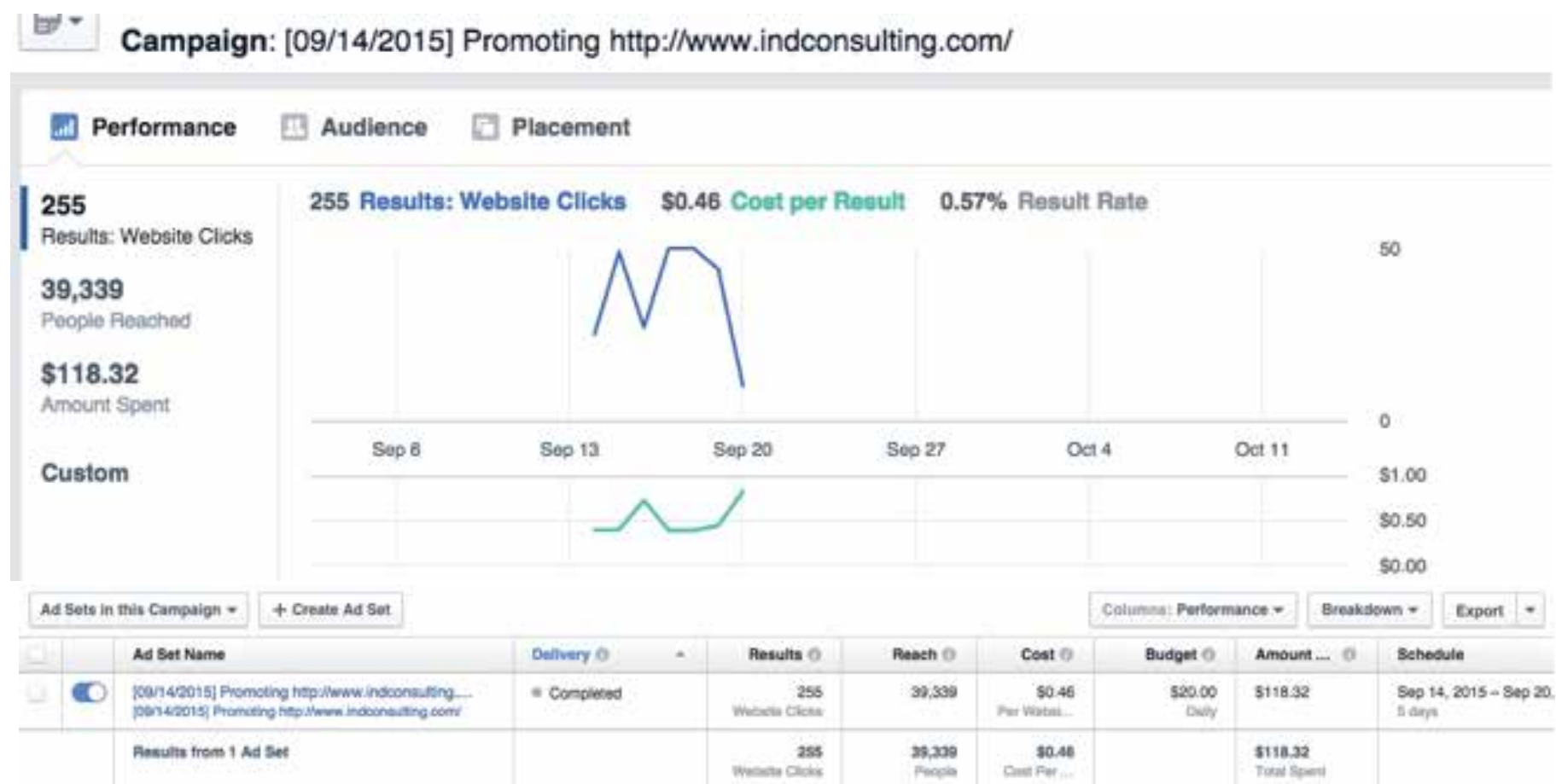




# Promoting your website through Facebook

IND Consulting launched their new website on September 14th, 2015 and needed to broaden their outreach for the announcement.

Bee Social Group, proposed advertisement on Facebook to bring Traffic to the website and gaining 255 website clicks with an investment of \$118USD

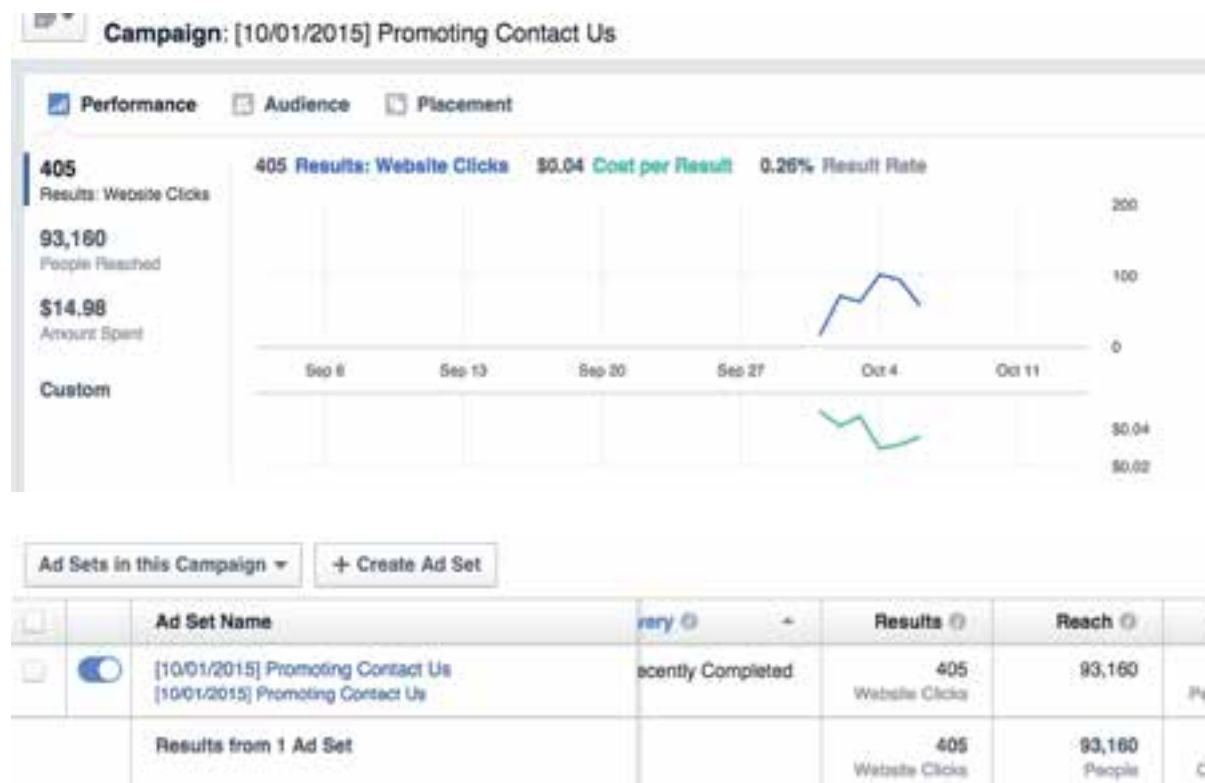




# We Deliver Restaurant's Flavors To Your Door

**Getme Miami**  
Transport/Freight

[Contact Us](#)



GetMe Delivery wanted to reach a broader audience in Miami, Brickell, Downtown and Aventura FL. The Call To Action button on Facebook allows users to take Immediate call action from their newsfeed, not only like, share or comment but, Sign up, call, visit website and learn more. we promoted their call to action button with \$15USD and gained 405 website clicks.

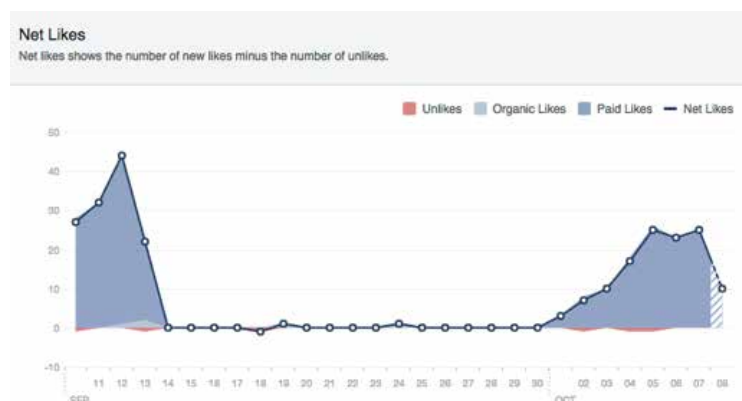
# Growing Your Audience




Modern Nature Design's target audience are Interior Designers and Homeowners. An audience that demands large numbers in followers, Engagement and unique/creative content; therefore, Bee Social Group suggested a \$120 monthly Facebook ads campaign to increase the followers based on the following demographics:

- Gender: Male and Female
- Location: USA
- Age: 25 to 55
- Interests: Interior Design, Area Rugs, Wool Area Rugs, Interior Designers, Architecture, Architects, Home Design, Luxury, Design Trends, Residential Projects, Commercial Projects, Hospitality.

The \$120 are divided into \$10 per day for 12 days reaching an average of 7-13 new followers per day.



Page Ad Results		<a href="#">Edit</a>
New Likes (?)	People Reached (?)	
99	1,354	
Status	 Active	
Total Spent (?)	\$69.38	
Daily Budget (?)	\$10.00	
Schedule (?)	12 days	
<a href="#">Suggest Page</a>		
<a href="#">Share Page</a>		

# Business to Business



marmirotstones

FOLLOWING

Marmirot Stones, Inc Marmirot Stones collection: Manufactured for interior & exterior applications = Pavers-Coping-Treads-Veneer- Tile-In House Fabrication  
[www.marmirot.com](http://www.marmirot.com)

524 posts

1,023 followers

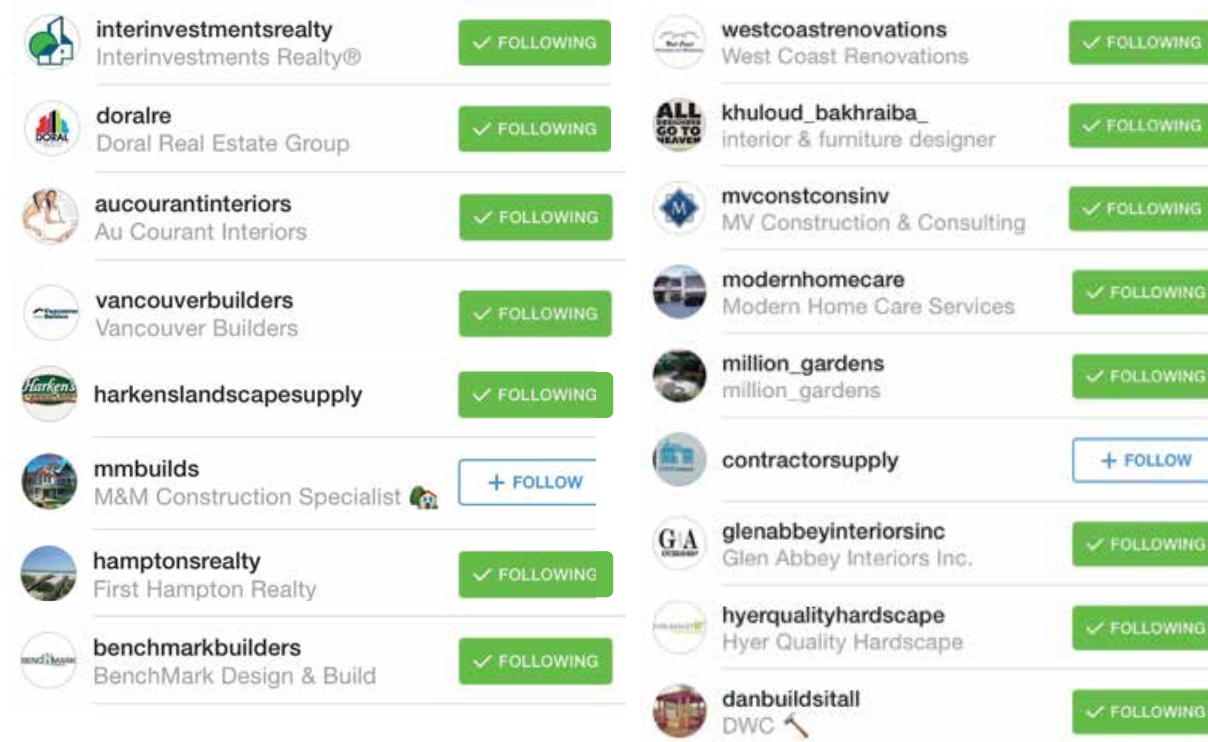
1,163 following





Marmiro Stones mission is to source and carefully extract nature's creation, manufacture high quality unique tiles using the latest innovative technology, and distribute them to home owners, builders, contractors, architects, interior designers, landscape architects and developers. Through Instagram we followed business accounts that are in Marmiro Stones line of business and these businesses followed Marmiro Stones back.

Here are some examples out of Marmiro Stones 1,025 followers. We have provided the Instagram information of each Potential lead to the Marmiro Stones sales team and they have emailed and called every single lead to connect in person. Instagram is a unique, successful social channel that helps business owners to connect B2B and encounter with potential leads.



InWeston Magazine is Weston FL's publication that reflects the city's well-heeled population, beautifully manicured landscape and balanced mix of family values and thriving commerce.

## Goal:

To increase their Tweet engagement, drive more conversations and exposure when featuring their clients accounts and hashtags.



➡ An inWeston Magazine Tweet mentioning/promoting Their client Biscayne Bay Brew.  
Result: Obtained 8 Retweets 10 Favorites

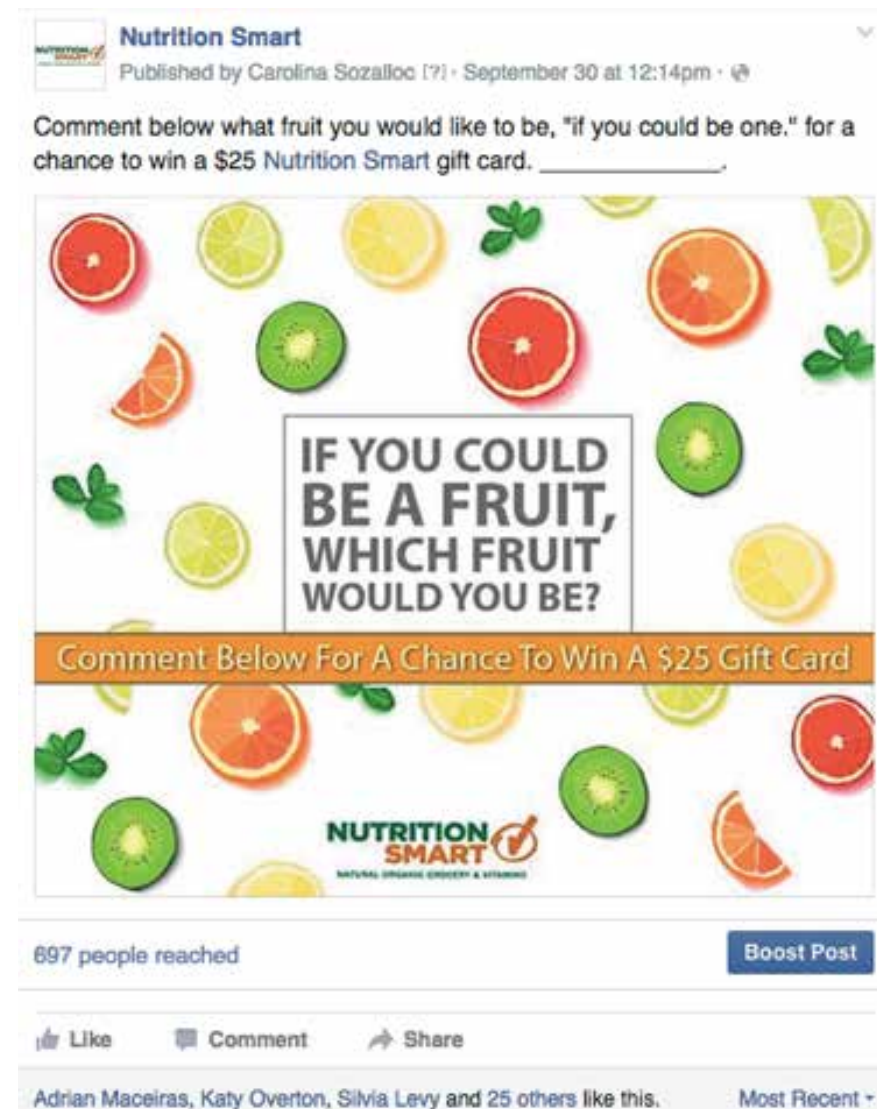


## Engage With Followers and Convert them into new clients

Each Nutrition Smart health food stores features an extensive selection of organic food, vitamins, and natural groceries, including 100% organic produce, wheat-free and gluten-free products, sports nutrition, natural pet care, herbs, aromatherapy, homeopathy, health and beauty care, and household products, all at affordable prices.



Nutrition Smart's goal was to bring more customers to their door. Bee Social Group developed a raffle to not only engage with the current followers but also to drive new ones. The result, a new, happy customer, winner of an in-store gift card.



Organic reach: 697 people  
Organic Likes: 27  
Organic Participants: 37  
Winner: 1

# The Process



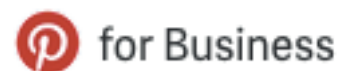
➡ Organic Participants: 37

➡ Bee Social Group chose a winner randomly

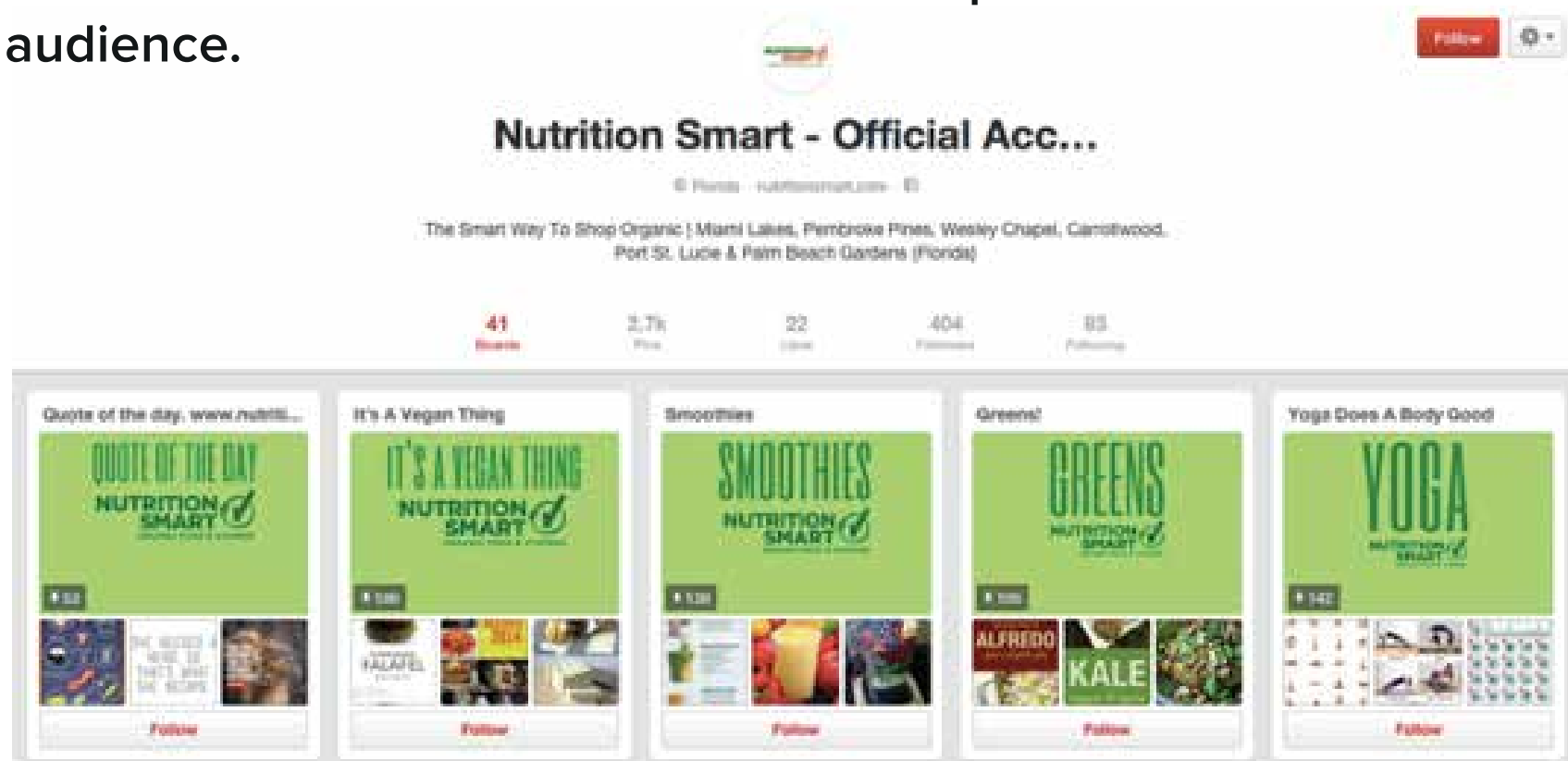


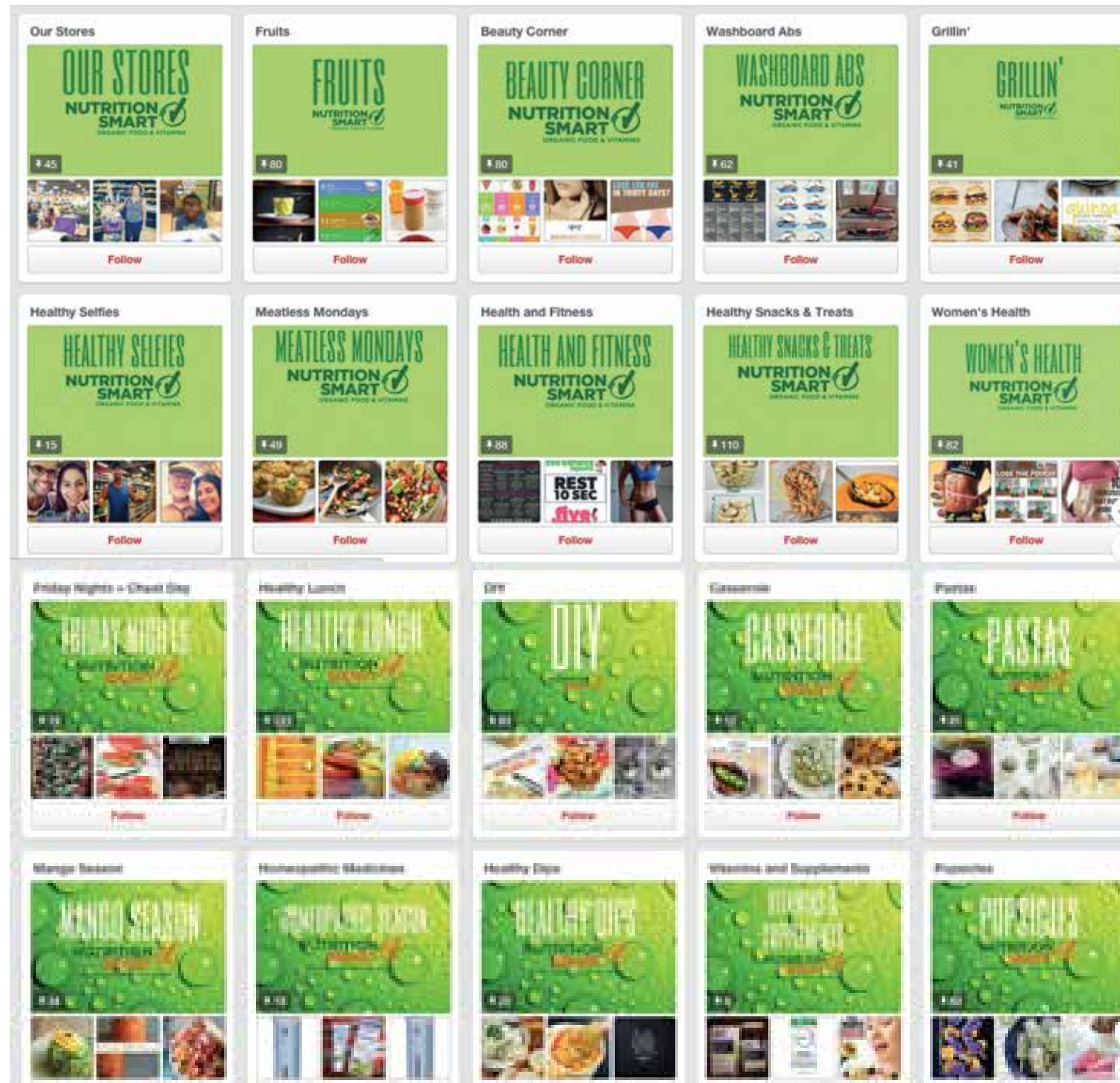
➡ Result:  
Winner picked up prize at Nutrition Smart Palm Beach Gardens Store and is now a frequent customer

# The visual bookmarking tool that helps you discover and save creative ideas.



Nutrition Smart promotes good health and nutrition, not just sales. Bee Social Group showcased Nutrition Smart's values to drive loyalty and engagement by posting content that Resonated with their community. We maintain a careful balance of Nutrition Smart's items and other content pinned to maintain authenticity with their audience.







#BeeSocialGroup

LET'S DO  
BZZZNESS



954.479.2220 | [hello@beesocialgroup.com](mailto:hello@beesocialgroup.com)