



Black Friday Sales Event
Social Media
Campaign Report

TABITHA'S HOUSE
CAMPAIGN SUMMARY

Tabitha's House in Fallston, Maryland is opening a new location and sought to increase revenue to support the build out of the new site by offering a Black Friday Sales Event.

A paid social media campaign(s) was created sharing a positive message about Tabitha's House mission (to help serves low income and at-risk families in Harford County by providing them with basic needs), and seeks support for a much needed second store, by offering an incentive of 75% Off sale on Black Friday.

The campaign ran for 3 weeks with \$200 in ad spend. The store sold \$7,900 in total revenue as a result of the sales event.

39.5X
ROAS
(return on ad spend)

TABITHA'S HOUSE
CAMPAIGN PLATFORM



The social media campaign used the Meta platforms, Facebook and Instagram, for paid advertising running a 3 week period, starting 11/7/22 thru 11/26/22. Three different campaigns objectives were strategically used to reach current and new customers by the way of *brand awareness, engagement, and website traffic*. Ads targeted the local Fallston/Bel Air community with an ***“75% Off Store-wide Black Friday Sales Event”*** at the Fallston, Maryland location.

Total User Reach
20,757

TABITHA'S HOUSE CAMPAIGN SET-UP

Campaign type:

1. Engagement – Event Responses
2. Awareness
3. Traffic

Age:

18 - 65+

Location:

United States: Latitude 39.51 Longitude -76.15 Aberdeen (+7 mi), Latitude 39.49 Longitude -76.45 Hydes (+10 mi), Latitude 39.67 Longitude -76.32 Street (+8 mi)
Maryland; Harford County Maryland

People who match:

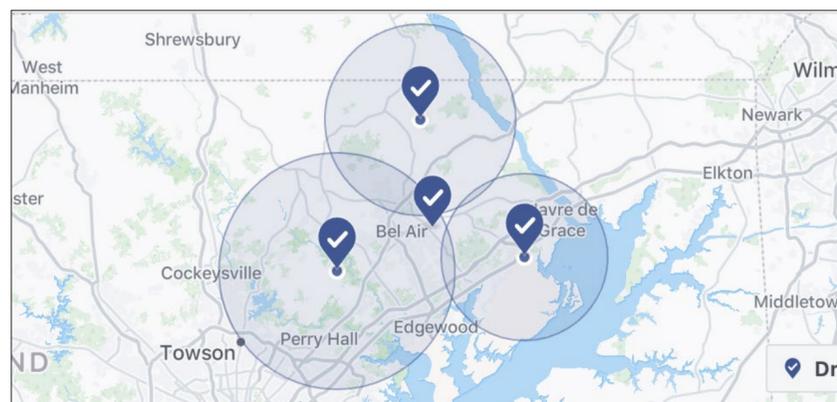
Interests: Shopping, Charity shop, Outlet store, Online shopping, Shopping malls or Clothing

Estimated Audience Size:

330,400 - 388,700

45-65+ Female

reach dominated two campaigns; engagement and website traffic.



TABITHA'S HOUSE CAMPAIGN COPY

STATISTICS

LONG FORM COPY

This Black Friday everything is on sale!

75% OFF STORE-WIDE!

Your purchases at Tabitha's House go towards helping others in our community! This past September, Tabitha's House Thrift Store was able to use the proceeds to assist over 222 clients who faced food and clothing insecurities.

And, that's up almost 2X from last year!

Our neighbors need us now more than ever and that's why Tabitha's House is opening a 2ND LOCATION! Come shop with us this Black Friday and help us continue to grow our outreach program.

Thrift Store on Mission!

We offer men's, women's & children's clothing, along with household items, toys, games, books and more.

The first 50 guests will also be entered to win a FREE TV!

SHORT FORM COPY

Join us for our Black Friday Event with 75% OFF STORE-WIDE!

Plus, the first 50 guests will also be entered to win a FREE TV!

Tabitha's House makes a difference in our community by using proceeds from store sales to support our outreach program. This past September, Tabitha's House Thrift Store was able to help over 222 clients who faced food and clothing insecurities.

And, that's up almost 2X from last year!

Thrift Store on Mission!

We offer men's, women's & children's clothing, along with household items, toys, games, books, and more.

Hashtags

#thriftshop
#thriftstore
#thriftd
#thriftfinds
#ilovethrifting
#thriftstorefinds
#vintage

75% OFF!

LONG FORM COPY

It's that time of year again!

Black Friday is just around the corner and we're kicking off the holiday season with a bang.

Everything in our store is 75% off on Black Friday!

AND, the first 50 guests will also be entered to win a FREE TV!

So make sure to come by and see us on Black Friday. Proceeds from the store go to serve low-income and at-risk families in Harford County by providing them with basic needs and guarding them against food and clothing insecurities.

Thrift Store on Mission!

We offer men's, women's & children's clothing, along with household items, toys, games, books and more.

SHORT FORM COPY

Join us for our Black Friday Event with 75% OFF STORE-WIDE!

PLUS, the first 50 guests will be entered to win a FREE TV!

So make sure to come by and see us Black Friday. Proceeds from the store go towards our outreach program, which helps maintain families in Harford County.

Thrift Store on Mission!

We offer men's, women's & children's clothing, along with household items, toys, games, books and more.

Hashtags

#thriftshop
#thriftstore
#thriftd
#thriftfinds
#ilovethrifting
#thriftstorefinds
#vintage

75%-Off! ad copy performed over **2X** as much in the awareness campaign

Stat ad copy performed better in the other two campaigns, and dominating the event engagement campaign

TABITHA'S HOUSE CAMPAIGN ARTWORK

IMAGES



TABITHA'S HOUSE
CAMPAIGN METRICS RESULTS

Total Ad Spent: \$202.03

Total Campaign Reach: 20,757 Users

1. Engagement – Event Responses: 4,812
2. Awareness: 15,184
3. Traffic: 2,860

Total Impressions: 49,273 views

1. Engagement – Event Responses: 9,992
2. Awareness: 31,720
3. Traffic: 7,561

Total Link Clicks: 514 Users

1. Engagement – Event Responses: 247
2. Awareness: 47
3. Traffic: 194

Cost Per Result: \$.29

1. Engagement – Event Responses: \$.29 per click
2. Awareness: \$.09 per Recall
3. Traffic: \$.29 per Event Response

Cost Per Click
\$.29

Total Impressions
49,273

Total Link Clicks
514