

My name is Clark Johnson. I believe myself to be a very skilled creative video author and Internet marketing specialist. I am a Chemical Engineer, and still work at one of the local refineries, but my hobby and passion is to create videos, both for business and for personal use. My website is www.VideosOfLife.com. My Facebook page is www.fb.com/VideosOfLifeByClark. I have created over 400 videos in the last 3 years, many of which were placed in Internet ads.

Please allow me to share with you the outstanding results of a very recent Facebook video advertising program that I created. The video was of the Fuller Family Medicine "Christmas Music and Lights" display. This information could be helpful for any business that interacts directly with the public.

I created a video, placed that video on my 'Videos of Life' Facebook page, and then promoted the video with only a \$10 budget for the ad. The budget was purposely set low, to see the marketing results.

10,166 people were reached by the ad (21+ years old, all from Billings' area)
5,754 separate views of the video were made by those people
\$9.94 total Facebook advertising cost

The Facebook marketing ad was this one.

<https://www.facebook.com/VideosOfLifeByClark/videos/1166654363362434/>

Or use this not-promoted YouTube version, if one does not have a Facebook account.

<https://youtu.be/-aaLvyyKhK4>

The video is an edited version of videos I took of the Fuller Medicine Music and Lights display. There were many positive comments on Facebook about the video and Fuller Family Medicine. But, you may be asking, "what's the point? "

The point is that Facebook video marketing campaigns really work. For only \$10, nearly 6,000 local Billings adults saw the ad, lingered on it for a bit, viewed the video, and although we'll never know the number, many probably drove there to see the display in person. As you may know, people often say "I'm too busy for Facebook." but in truth many, many more people, including men, are on Facebook every day, mostly on their Smartphones. The average person spends 30 minutes each day on Facebook. Over 80% of iPhone users have the Facebook app installed.

The ad was run for 2 days. \$5 each day. I ran it myself, did not request anything from anyone, since the lights display was already public. Set it for 21+ age, Billings only. It was a tremendous success. I did this to both share this Christmas delight with others, and to determine the advertising results on Facebook.

Yes, it's Christmas, people want to enjoy Christmas "happenings", so that was an advantage for the ad. However, the outstanding success of the ad does positively show that there are many local Billings Facebook users who do pay attention to things that interest them on Facebook, and they will help to spread the word about those things.

What's the best form of marketing? We all quickly say "word-of-mouth". Yes, but Facebook is likely the best "word-of-mouth" carrier in existence. You will automatically display those "word-of-mouth" praises by encouraging existing customers on your FB page. Facebook allows the users to leave word-of-mouth positive comments on that page. Many will do that, while already on your FB page, looking at new videos. They will also "Share" your video and positive comments with FB friends.

A great, colorful, happy, and professional 45–60 second video on your Facebook page, promoted with a relatively low-cost Facebook ad, will gain attention to your venue, your specialties, your location, and your existing high level of customer satisfaction. Word-of-mouth will occur.

Your Billings Depot Facebook page is very good, colorful, with quick responses and has very favorable reviews. That is the perfect Facebook page on which to build. You already have much going for you, so the Facebook video ad would try to draw more people to your page, so see what is already there.

Thanks,



Clark

Clark Johnson
clark@VideosOfLife.com

Please do also look at the 'Videos Of Life' website below. It has many examples of recent videos that I have created.

[406-962-6802](tel:406-962-6802) (cell)
[406-628-5404](tel:406-628-5404) (desk)

www.fb.com/VideosOfLifebyClark

www.VideosOfLife.com

