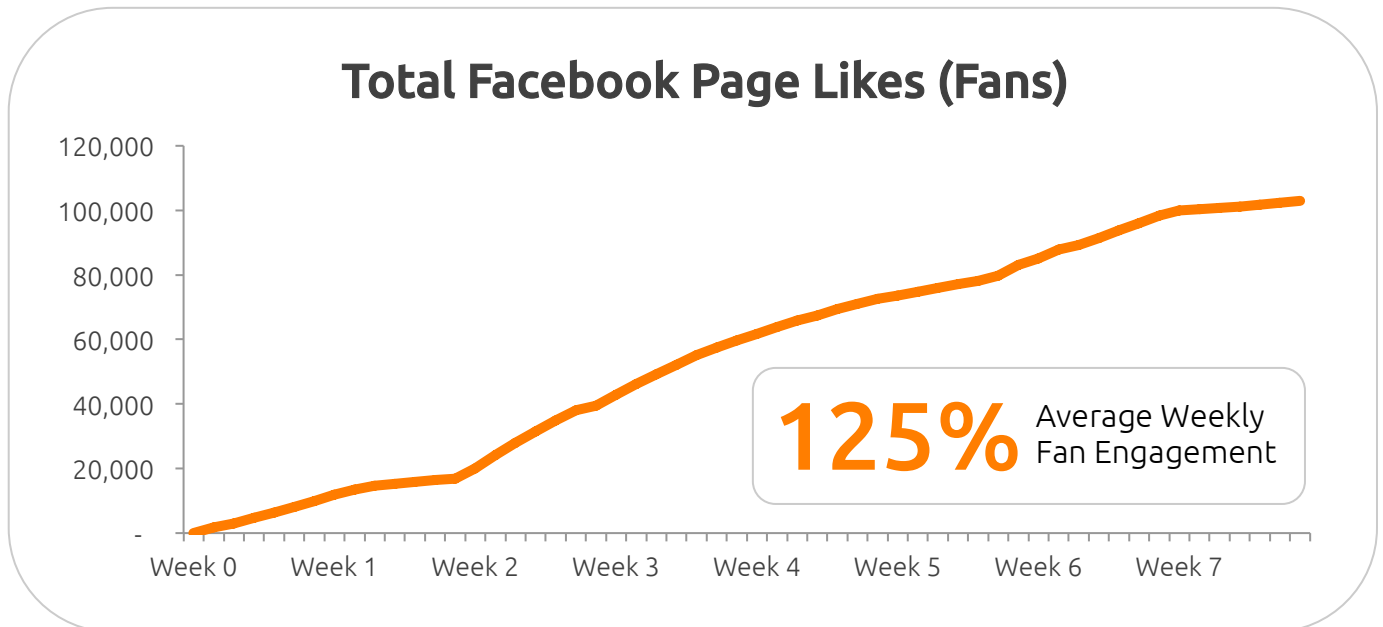


# 0 to 100,000 Engaged Facebook Fans in 7 Weeks

Case Studies > Social Media



## Overview

**Website Description:** Spanish pet content targeting visitors from Spain and Latin America.

**Website Launch Date:** August 17<sup>th</sup>, 2015

**Primary Traffic Source(s):** Facebook [Social]

**Engagement Strategy:** By publishing the right content – both by topic and type (e.g. videos, image lists, full-length articles) – at the right time of the day (e.g. morning commute, afternoon break, evening relaxation), we successfully enticed engaged users.

**Direct Advertising Expenses:** \$1,267 USD

## Background

We were interested in determining if it's possible to attract 100,000 Facebook fans to a brand new Page in less than two month. Within days of launching the website behind the Facebook Page we applied our publishing methodology to a new global market.

On October 5<sup>th</sup>, 2015 – 50 days after launch – we hit the magic 100,000 goal. Ten days later or 60 days from launch, the **website achieved 1,000,000 total pageviews** (87% of user sessions were from Facebook).

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