



# STEEL CLUB

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## Case Study



## ABOUT THE CLIENT

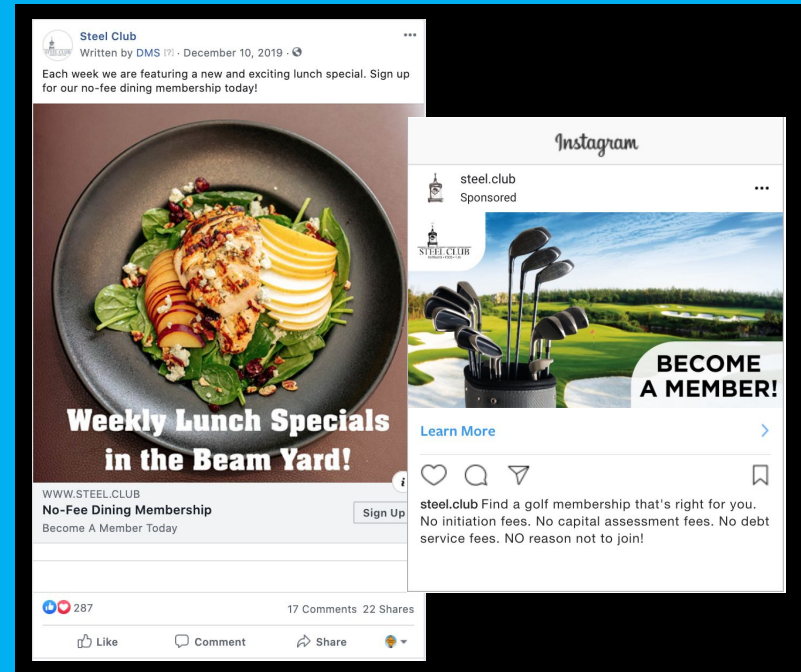
Nestled in the hills of Hellertown, Pennsylvania, and embraced by meandering streams, this 27-hole facility offers beauty, style and grace. A captivating, 27,000 square foot clubhouse offers banquet and meeting rooms to accommodate everything from intimate gatherings to gala affairs.

## STEEL CLUB PAID SOCIAL CAMPAIGN

- When a local golf course rebranded their facilities, they brought us on to increase brand awareness, grow dining memberships, and increase attendance.
- Leveraging key interest-based audience segments, we ran FB/IG ads to promote Steel Club events and membership. Promos included happy hours, brunches, holiday events, weddings, corporate events, and golf and pool memberships.
- Our FB pixel allowed us to track an average of 50+ new membership signups on the Steel Club website each month, directly from our ads campaign.
- Over 18 months, we also achieved a CTR of 2.68% which is nearly 3X the industry average.
- The campaign also contributed 5000+ post reactions and 3000+ video view completions.



## FACEBOOK / INSTAGRAM AD SAMPLES



5,000+ post  
reactions and  
3,000+ video views



2.68% CTR, 3X  
industry average



50+ new  
membership  
sign-ups per month