



New Mexico Company Announces Availability Of Facebook Reactivation Marketing Campaigns

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Scratchers Contest Hub, an Albuquerque, New Mexico company has announced their new service that involves the use of Facebook reactivation marketing campaigns to assist business owners in attracting new prospects with their Facebook accounts. The service is designed to get fans interacting more on business pages, and keeping them entertained, which results in increased revenue.

Many small business owners are searching for solutions to attracting more fans to their Facebook pages, hence enabling higher revenue. A TechCrunch Business recently stated, "I used to reach more of my fans, now I reach less, and Facebook wants me to pay for what I used to get for free." This has become a common complaint by businesses using Facebook for marketing solutions, and it's a complaint that is generally true.

In a Fast Company article in March 2015, former Global Head of SMB Marketing for Facebook, Chris Luo, stated that effective advertising on Facebook is moving away from simple updates and techniques that small businesses can easily master. Facebook is now using more sophisticated tools to target Facebook users

directly on their news feed. As a general rule, however, these tools are used more by larger companies and those with more experienced marketing teams, not smaller businesses. This creates a gap for small to medium sized businesses that were once able to advertise using Facebook.

Scratchers Contest Hub bridges that gap by using a unique Facebook marketing strategy that creates exciting and entertaining contests, sweepstakes, polls and surveys to attract new clients into the business and engage existing fans. The end result with these campaigns is to bring more consumers into the business and increases revenue by as much as 25% or more.

One of the most important aspects of this Facebook Marketing idea is that they also provide analytics that allow business owners to track the campaign results so that they can see their improved ROI (return on investment). To introduce the new Facebook reactivation campaign service, Scratchers Contest Hub will provide a free 14 day trial with a custom designed contest for businesses to test out the service. This service is only available for a limited time, and Cynthia Goranson, CEO of Scratchers Contest Hub, urges business owners to hurry before the offer is gone.

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For more information about Scratchers Contest Hub, contact the company here: Scratchers Contest Hub
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Scratchers Contest Hub

Providing Facebook Reactivation Marketing Campaigns using exciting contests, sweepstakes, polls and surveys to attract new clients, engage existing consumers & increase revenue.

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