

*How a Church of*  
**120 Spent \$78**  
on Facebook Ads & Got  
**47** New Visitors

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## Introduction

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Facebook Ads is the most powerful outreach platform in the history of humankind. And as someone who has spent more than \$100,000 of his own money on Facebook Ads, I say that without any hyperbole or sensationalism.

68% of all Americans are on Facebook (Source: Pew). If there was a place that 7 out of every 10 people in your community visited daily, would your church have a strong presence there? Of course!

With that being said, Facebook would love nothing more than to take your money. Running a successful Facebook Ads campaign is tricky. You can't simply hit "boost" on a post and expect that to drive a flood of new visitors to your next service.

We've got to be smart about this. The case study you're about to read is going to show you how a church of just 120 people spent a little less than \$80 on Facebook Ads, and drove 47 new visitors to their church. Amazing stuff.

Enjoy!

***Brady Shearer, CEO of Pro Church Tools***



Church

Sponsored ·

Like Page

Santa is coming to [REDACTED] Church in [REDACTED] on Sunday, Dec. 11th. Bring the whole family for a fun, safe day with Santa, free candy, and the warm, friendly environment of [REDACTED] Church. This event is 100% free and open to the public. Free Candy, Free Hot Dogs, Free Popcorn, Free Family Photos, and every kid gets a Free Christmas Stocking. Mark your calendars for Sunday, Dec. 11th and don't miss Pictures with Santa at [REDACTED] Church in [REDACTED] at 28th and 129th. We can't wait to meet you!



### FREE Pictures With Santa!

Free Candy, Free Hot Dogs, Free Popcorn, Free Family Photos With Santa, and every kid gets a free Christmas Stocking.

[Learn More](#)

### Part 1: Ad Creative

Before we dive into the targeting and ad details, here's a look at the actual ad that you would have seen in your newsfeed from this church. Notice that they're not promoting their church service, they're promoting a special promotion within their church service. This is the key. They're incentivizing people to visit their church.



## Part 1: Ad Creative (Continued...)

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The families this church is trying to reach aren't likely trying to figure out which church they should go to this Sunday. But when they see a local event with free Santa pictures for their kids, that is something they're willing to respond to.

This church knows that once these new visitors arrive at their church, they can make them feel like VIPs and show them how awesome their church family is - but none of that can happen without first an invitation that compels a family to visit in person.



## Part 2: Ad Details

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**Impressions:** 11,237

**Frequency:** 1.37

**Clicks To Website:** 236

**Cost Per Click:** 33

**Total Cost:** \$78.58

**Targeting:** Everyone between 18-65+ years old within 10 miles of the church's geographic location



## Part 2: Ad Details (Continued...)

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### **Headline:** FREE Pictures With Santa!

**Text:** Santa is coming to [CHURCH NAME] in [CITY] on Sunday, Dec. 11th. Bring the whole family for a fun, safe day with Santa, free candy, and the warm, friendly environment of [CHURCH NAME]. This event is 100% free and open to the public. Free Candy, Free Hot Dogs, Free Popcorn, Free Family Photos, and every kid gets a Free Christmas Stocking. Mark your calendars for Sunday, Dec. 11th and don't miss Pictures with Santa at [CHURCH NAME] in [CITY] at [ADDRESS]. We can't wait to meet you!

**News Feed Link Description:** Free Candy, Free Hot Dogs, Free Popcorn, Free Family Photos With Santa, and every kid gets a free Christmas Stocking.

**Call-To-Action Button:** Learn More

**Landing Page (When a user clicked the ad they were taken to a website with the following details):** The landing page had the date, location, service times, & directions to the church. As well as a summary of what to expect for the pictures with Santa Sunday including: Free Candy, Free Hot Dogs, Free Popcorn, Free Family Photos With Santa, and every kid gets a free Christmas Stocking.



## Part 3: The Results

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**A church of 120 spent \$78.58 on this Facebook Ads campaign to these results:**

**11 new families showed up to get their pictures taken with Santa, resulting in 47 new visitors on a single Sunday. A church of 120 people with 47 new visitors on a regular Sunday in December.**

**NOTE: The Sunday in question was not their Christmas service. It was December 11th - a random Sunday in December. Meaning, the new visitors were driven entirely through Facebook Ads, not simply regular Christmas visitors.**