



Who

Love and Kisses Pet Sitting does exactly what their name suggests. They are an established pet sitting and pet walking service in the rural town of Union County, North Carolina just outside of Charlotte.

From dog walking to pet sitting and grooming, they have been serving pet owners properly for years lead by **Maureen McCarthy**.



What was her challenge?

Like most small business owners, Love and Kisses was looking to generate new business to fill up open spots during the summer months while families are off work and school and looking to take their summer vacations. While Love and Kisses is established, they knew they can do more so they searched for a way to grow.

How she found needs.

Maureen was browsing her Facebook newsfeed one afternoon and spotted a needs Facebook ad (go figure!). She took the bait and she was hooked!

What convinced her to sign up with needs.?

Maureen certainly does not shy away from work - running a company for 10 years, she understands what it takes to be successful in business. That being said, she knows what she is good at and she knows what to leave to the pros! All Maureen had to do was set up her campaign with needs and her job was done. Targeting, optimization and most importantly - bringing new clients to Love and Kisses was all done by needs.

“I like that all I had to do was set and forget it...You all did the rest of the work.”

Is needs. working for McCarthy?

In just over a month (April 22nd to May 29th) needs generated:

380	200	71,110
New Visitors	Engagements	Ad Views

Maureen simply could not keep up with the demand for her service and had to shut off her advertising with needs shortly thereafter.

Love and Kisses enjoyed the fruits of needs labour - the targeting was exceptional and even in just a short period of time, there were results - too many for them to count.

“I had to hire more pet sitters to keep up with calls coming in”

Why do you feel needs is effective?

Many of Love and Kisses clients hang out on social media. “That is where all my clients tell me that they found me,” said McCarthy.

She’s right. Not only did needs. Send 380 visitors to their website, there was social engagement that lead to many sales as well.

Over 200 people engaged with Love and Kisses because of their ads with needs. This means people actually commented, shared and liked what Love and Kisses was offering - all because of needs.

Do it yourself or needs.?

Maureen is no stranger to advertising on Social Media. “I was trying to do it for so long,” said McCarthy.

Love and Kisses is not alone. Needs has many clients who have tried their hand at advertising on Social Media to only come to the platform for some much needed relief.

Some Advice For Prospective Needs Clients

“Go for it!! It is reasonable and it will pay for itself. These guys know what they are doing. Believe me when I say my phone was ringing off the hook!!!”

Advanced Targeting

Initial Inputs

Initial targeting on day one:

Gender: Males & Females

Age: All Ages

Interests: All Interests

Social Media Platform: Facebook

Targeting was quickly adjusted after needs identified conversations from individuals on Social Media who had expressed a need or want for Love and Kisses. People on Facebook may have said:

“Anyone know a good dog walker in the area”

or

“I want to away for the week. I wish I had someone to watch my dog!”

Optimized Targeting



Interests

Vacations, Pets, Dogs, Cats, Pet Sitting, Dog Walking, and 100's of others all added automatically based on conversations from social media!

Gender



24% Male 76% Female

Ages Group (in years)



70% over 45 30% under 45

Needs delivered advertisements to these people when they said they needed or wanted this type of service.

This targeting constantly changes as the campaign continues to get optimized. What can be working well this week can change drastically next week which makes it very difficult for any small business owner to constantly optimize campaigns on their own.

Maureen McCarthy and Love and Kisses Pet Sitting is just one of many happy clients generating some great results with needs.

Give needs. a try today or set up a time to see a demo!

www.needs.com