



Who?



Joshua Martyn

Joshua Martyn is the owner and operator of Virtual Native - a digital marketing firm located in Bend, Oregon.

What?

Martyn runs a digital marketing agency that offers all types of services - from web development and support, to SEO and paid social media marketing. A team of six, Virtual Native likes to keep their operation lean while at the same time providing exceptional value to their clients.

How did he find needs?

Like most clients, Joshua found needs through a Facebook ad campaign. Time and time again the ads that needs displays by leveraging its own platform brings in quality users, who in turn see the value in what the platform has to offer.

What convinced him to sign up with needs?

Martyn was looking for a social media ad system that was more intelligent and efficient than the ones that come with Facebook and Instagram directly.

"Creating and managing ads is very time consuming," said Martyn.

"Needs has provided a platform that learns over time and finds the best ad out of many."

Martyn found that they were spending a lot of time creating and managing ads that didn't work because they were targeting the wrong audience with the wrong ads which ultimately resulted in a waste of time and money for their clients and for themselves.

The ease of the needs platform is what Martyn loves most. The software can take several headlines, ad copy, and images and create 40+ ads that will over time find the one that is rendering the best results to the right audience with little management on their end.

Is needs working for Martyn?

A resounding **yes**.

"We are able to show really good results to our clients which helps us maintain long term relationships."

How does Martyn know new business is coming from needs?

They have been able to track the cost per click in engagement to their social media pages, as well as their conversion on their landing pages and websites that result in a sale or lead. Having good data and verifiable results helped them refine their campaigns for themselves and their clients.

Needs vs. the rest

Martyn and the Virtual Narrative team have been comparing results with the likes of Google adwords and their own Facebook campaigns, it's clear that needs is outperforming and that social media advertising through needs is very effective.

“Our best campaign returns as little as \$0.02 /click which is unheard of in our industry.”

Running Facebook and Instagram ads themselves was very time consuming and many of their clients don't have the budget for management costs. By having needs monitor their ads and automatically optimize them, they are able to spend more time working on the part of the sales pages and building our clients' websites. This is a win-win for everyone.

Advice from a happy customer

“Take your time to really think of creative and good images/videos for your campaign with attention grabbing headlines and copy.”

Results

Virtual Native has been using the needs platform since July 2016 (going on 8 months now). One key metric that has been tracked is the click through rate of their campaigns. It is important to note that needs is not a “get rich quick” type of platform. The system takes time to do its job, but once it does - it really starts to click.

For Martyn, it was crucial that his ads were performing as he had his reputation to uphold. In the first month with needs his click through rate (the % of people who click an ad after viewing it) was a little under 1.5% and has since steadied out to roughly 2.5% for all of his campaigns. This rate of 2.5% is more than double Facebook's average CTR in 2016 of 0.09%.

Click-through Rate



Joshua Martyn and Virtual Native is just one of many happy clients using the needs platform to drive qualified traffic to his business and his clients' businesses.

It does not matter which industry your business is in.

If you could benefit from more conversions through Social Media, needs can definitely help!



www.needs.com