

JANUARY 2018  
EDITION



To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

## Our Vision

## FACEBOOK INSIGHTS by Kiley Rowe

It was quite the year for Facebook advertisers, like ourselves. Facebook is the most powerful social media advertising platform to date, and 2017 was full of trials, errors, updates, and innovation within Facebook Ads Manager. In October, a Facebook Marketing Expert was assigned to us to guide us through changes in the social media platform and further develop our capabilities and strategic thinking. Below are the insights that helped shape our marketing strategy and the tools we anticipate using to help our clients reach their business' goals in 2018.

### Creative Hub

Creative Hub is Facebook's platform designed to help us build effective ads. We can now learn about different ad formats, mock up ideas, and collaborate with our team before sending approved ads live.

### People-Based Measurement Solutions

Around 2017's holiday season, Facebook released People-Based Measurement Solutions. This capability allows us to adapt in real time, learn more about our audience, capture the full customer journey, and improve performance of ads and posts.

### Messenger

In November, Facebook introduced "M" suggestions to enrich the way we communicate and get things done. Powered by artificial intelligence, M is your helpful assistant in Messenger that can offer suggestions by popping into an open conversation to suggest relevant content and capabilities.

### Ads Reporting

The Ads Reporting tab was recently released by Facebook to help us see an overview of how well our ad accounts are

performing. This tab provides various tools available in Power Editor for creating, customizing, and sharing our reports.

### The Annual Topics and Trends Report

The team at Facebook IQ has compiled its first ever annual report to help marketers plan for the year ahead. In The Annual Topics and Trends Report, Facebook shares some of the conversations that have been on the rise in 2017 and the ideas they anticipate will take hold in 2018.



Trying to predict what Facebook is going to do next is a challenge at best. We're proud to have played a role in helping our clients find success through advanced advertising capabilities on Facebook this year. We are equipped with the proper tools and people to help us evolve with the capabilities of the ever-changing advertising platform and look forward to enhancing our client's success further through social media channels in 2018!



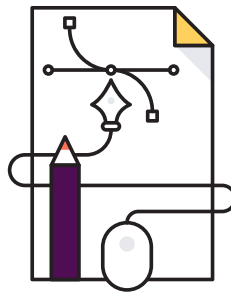


# Employee Spotlight: Jennifer Bible

## Director of Creative Services

**M**y graphic design journey began at the School of Advertising Art in Kettering, Ohio. My first job was for a small sign shop, however, I wanted more out of my career. With opportunity scarce, I decided to make it on my own and started freelancing full time. While freelancing, I had the privilege of working for a lot of great local clients. In 2003, I was awarded the Small Business Administration's Young Entrepreneur Award at the local level, then advanced to win at the district level and again in the Midwest Region, which includes Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Afterward, I decided to further my education. In 2016, I received an Associates Degree in Business Management and Administration. I joined the Follow The Eyes team in January 2016 as the part-time, lead graphic designer. We quickly outgrew the need for one designer, and I transitioned into the Director of Creative Services. We now have two graphic designers, including myself, and will be adding a new designer in February 2018. I truly am excited to be leading the creative team!

Outside the office, I love to travel, craft, play tennis, and spend time with my family. This year will be my 25th wedding anniversary. My husband, Brian, and I have two children: Jake, a bioengineer, and Alenna, a high school senior. Jake just took his dream job in Virginia working with spinal implants, and Alenna keeps us extremely busy with travel soccer. She will graduate from high school this spring, then move to Canton, Ohio to join the women's soccer team at Malone University.



2018 is going to be a hallmark year for Follow The Eyes. We are adding new employees, developing a strategic plan, perfecting our marketing strategies, and taking on many new clients. Our future is bright!



## January Celebrations

Follow us on social media for fun celebration pictures!



**2 YEAR ANNIVERSARY**

Jennifer Bible



**BIRTHDAYS**

Laura Crnkovich

1/11



Never stop testing, and your advertising will never stop improving.

—David Ogilvy 



## Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

