

## **Sprague Media LLC Launches New Facebook Advertising Service for SMBs**

*New service featured on SpragueMedia.com creates optimized Facebook advertisements for clients.*

New service featured on SpragueMedia.com creates optimized Facebook advertisements for clients. Portland, OR - April 16, 2017 /MarketersMedia/ -- With 1.5 billion - approximately one-fifth of the world's population - on Facebook, using this platform for advertising just makes sense. Unfortunately, organic results via Facebook have been slowly declining since 2013. Savvy marketers, such as Sprague Media LLC, have taken notice and created a plan to overcome this drop in visibility. Now, with the help of Sprague Media LLC, a marketing agency Portland, small and medium sized business owners can have effective, optimized Facebook advertisements created for affordable prices.

"Facebook is dedicated to providing assistance for small businesses all around the world to grow and thrive," said Sam Sprague, Lead Strategist of the Company. "Our company is also dedicated to helping make the Facebook advertising process easy for small businesses, and we plan to continue expanding our program to help bolster innovation on this platform."

In the past, Portland advertising agencies stuck with traditional methods to engage customers, such as email marketing. However, with the effectiveness of these campaigns waning, businesses need another method to reach and engage current and future customers.

"Facebook has become an important factor for small business marketing. Over 45 million small businesses currently have an active Page, and this number is growing every day," Sprague continued. "As a leader in the industry among social media marketing companies, the goal of Sprague Media LLC is to provide small businesses with an affordable and easy way to become more effective marketers and, as a result, grow their business."

The professionals at Sprague Media understand that many business owners are tired of feeling taken advantage of by advertising agencies. It only launched this new advertising service after months of research, testing, and implementation for separate businesses owned by the founders.

The process used is simple and straightforward, and comprised of three parts. Initially, a discovery and research phase, where the company will determine the client's priorities, goals and competitors. Next, comes testing and implementation, which is by far the most important step. Sprague Media takes the time to determine what works and what doesn't to avoid wasting client's valuable marketing dollars. The last step is optimizing the ad and scaling the campaign to ensure it is effective.

With the help of Sprague Media's new Facebook advertising service, business owners no longer have to "hope" their advertising campaigns are successful. Thanks to knowledge, research, and an experienced team, clients get the results they want and need. In fact, one client claimed to have seen an increase in calls by 378% after only a few months using this new advertisement method.

### **ABOUT SPRAGUE MEDIA LLC:**

Sprague Media has an ongoing dedication to clients to ensure they succeed when creating advertising campaigns. They create advertisements that are interesting and engaging to help their clients grow their business. Not only is the company dedicated to the clients they taken on, they ensure they can actually provide the desired results before taking on anyone new. With Sprague Media customers can feel confident they get what they pay for.

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