



400+

Contacts
Generated

\$50

Lower Cost Per Lead than
Industry Average

5,200+

Website
Visits

LA PETITE BALEEN SWIM SCHOOLS

ABOUT

La Petite Baleen Swim Schools has been providing swim lessons for children since 1979 in the San Francisco, California, area. Their in-depth curriculum emphasizes a balance between love of the water and discipline to help children to develop life skills through swimming.

CHALLENGES

The team at La Petite Baleen Swim Schools was looking for a way to reach more parents looking for swim lessons for their children through Facebook.

SOLUTIONS

The ReachLocal team implemented our Facebook Smart Ads solution to help La Petite Baleen Swim Schools reach their goals on Facebook. La Petite Baleen Swim Schools also runs additional ReachLocal solutions, including local listings management, lead management, retargeting, search marketing, and SEO to help them grow their business through online marketing.

RESULTS

In just four months of running Facebook advertising with ReachLocal, La Petite Baleen Swim Schools saw more than 400 contacts from their campaign with a cost per lead of around \$18, which is almost \$50 less than the industry average. They also saw high engagement through website visits, post shares, and post comments.

“We have been very pleased with how well our Facebook Smart Ads have been performing. We are receiving a steady stream of interested leads that are making an impact on our business growth. ReachLocal has provided us with another great product that allows new customers to discover us.”

*Paige Hutcherson
Marketing Director, La Petite Baleen Swim Schools*