

Frank's Honey

RIDGEWOOD, NJ

Fun fact: There are about 115,000 to 125,000 beekeepers in the US, according to the USDA. One of these bee devotees is Frank Mortimer, who keeps hives in and around scenic Ridgewood, New Jersey.

Frank's Honey has become a regional favorite for pure, raw local honey, as well as hand cream and lip balm.

"Our products sell best when people can taste and sample the product, which was no longer possible during the pandemic," says Frank. "I could no longer rely on in-person events, fairs and presentations. I had to find more retail outlets to carry my products, and I had to get creative with my social media posts."

When Frank first began advertising consistently on Facebook, his sales doubled. Throughout the pandemic, he has used personalized Facebook and Instagram ads aimed at specific towns and customer profiles, all of which have produced sales from new customers. His Facebook ads have produced an ROI over 500%.

"My ads were so successful that retailers in my area took notice, and three new stores now carry Frank's Honey," he says. "I've also gained more followers by posting frequently, so the number of people who see and respond to my ads has steadily increased."

He estimates that 95% of his customers use Messenger and Instagram Chats to arrange pickup times. These same customers regularly tag his business to recommend Frank's Honey to their friends, making his brand the No. 1 local brand of honey.



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The only reason my business survived this difficult year was thanks to Facebook, Instagram and Messenger. Frank's Honey owes its success to Facebook.”

— Frank Mortimer, Owner, Frank's Honey