



Digital Media Butterfly

WACO, TX

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Facebook and Instagram Shops are excellent tools that help us support our e-commerce clients. It's such a seamless way to showcase the products and services.”

— Caryn Brown, Owner,
Digital Media Butterfly

After creating websites as a side hustle for 15 years, Caryn Brown took a leap of faith and left her corporate position to create websites full time in 2012. Caryn's passion for helping people understand technology led to her starting Digital Media Butterfly, allowing her to marry that passion with her love of storytelling.

Digital Media Butterfly has grown into an award-winning marketing agency with a staff of seven, all working together to help their clients stand out from the noise. Caryn says Meta has been a big component to their success, noting that more than 25% of Digital Media Butterfly's new customer leads are acquired through Meta platforms.

“We rely on Facebook ads and Facebook Events to promote our business and our clients' businesses,” said Caryn, who has seen 65% year-over-year growth during the past five years. “It's the best way to reach a broader audience on a budget.”

An active member of her community, Caryn started Waco Social Media, a group for locals interested in learning to use these platforms. Members gather for monthly breakfasts and interact online through a Facebook Page and Facebook Group, which has budded into a vibrant community.