



# Seaside Stones

EASTPORT, ME

“

Facebook has been instrumental in our success. It is also our go-to advertising channel.”

— Theresa Peek, Co-Owner,  
Seaside Stones

Seaside Stones started as a hobby that grew out of control. “My husband, Chris, started collecting rocks when he was 5 years old,” said Theresa Peek, who owns the business with Chris. “He got me into collecting shortly after we met.”

The couple’s rock shop in Eastport, Maine, used to generate a third of their revenue, with the rest attributed to online sales and gem and mineral shows. At least, until the pandemic canceled in-person shows and restricted their shop’s foot traffic.

Fortunately, with strategic use of Facebook apps and services, they were able to “make up for our lost sales and then some,” Theresa explained. Now, more than 60% of Seaside Stones’ business comes from online sales, almost all of which originate from Facebook Groups and the couple’s Facebook Live broadcasts.

“Our online sales have gone through the roof,” Theresa said, crediting their recent increase in Live broadcasts, each of which attracts anywhere from 20 to more than 1,000 viewers. She added that tagging their products on Facebook, where they do the majority of their advertising, also helps facilitate sales.

“In 2021, store traffic was higher than in 2020, but we didn’t have any gem and mineral shows until September,” Theresa said. “However, we are having our best year since starting the business—mainly through our expanded presence on Facebook.”