

Facebook Case Study Executive Summary

How Strawberries Led to a Double-Digit Sales Increase

Company: Edible Arrangements

Campaign Goals:

- Expand their footprint. Wanted more raving fans
- Increase consumer engagement
- Drive more sales



Strategy:

- Attract, Engage, Close
 - Attract users with an offer. The first 100,000 fans would receive a coupon to purchase chocolate covered strawberries for free on their website.
 - Engage fans by stimulating online discussion
 - Close additional sales with increased awareness, fans and engagement

Results:

- In 24 hours, they had 45,000 new fans
- In 4 days they had 100,000 new fans
- In 30 days, they had reached 170,000 fans
- It resulted in a double-digit sales increase

The Blueprint with the steps on how they did it:

- Created a custom landing page for their Facebook page
 - Rather than having users land on the wall, their Facebook page was custom coded to have them land on the page describing the giveaway with the e-mail capture. After the user entered their e-mail, they were directed to a thank you page with their coupon.
- Promoted using Social Media Power Cluster (not just on Facebook). Promotion involved
 - Facebook messages
 - Reached out to bloggers in advance of offer, especially to the key target audience (the suburban moms). They wrote to the most popular blog owners in the community and encouraged them to blog about this offers
 - Posted updates all over Twitter than linked back to the Facebook page
 - Used YouTube videos to drive traffic back to the Facebook page
 - They also e-mail existing customers on their own e-mail list.

Why did this work?

- It was a perceived high value give away
 - While free chocolate covered strawberries are perceived by the customer as high value, it did not cost them much and they were just a fraction of the cost of a typical purchase on their website.
- The custom pages on their Facebook site had a great looking design
- They engaged customers by interacting with them.
- They used a strong marketing reach by utilizing multiple platforms

How can YOU use this strategy:

- Come up with a hook (or bribe) that would have a high perceived value to your target audience
- Add a custom code page with a reveal an e-mail opt-in that directs to a coupon code
- Tie it into your automated follow-up system using e-mail, text messaging, direct to voice mail messaging with a personal message thanking them for placing the request and for joining your facebook family.

We hope these tips help you use web 2.0 strategies to attract, engage and close your ideal customers.