

A Web Marketing Case Study by:



Client Facts:

- International Furniture Retailer
- >\$200M Net Sales 2010

Campaign Goals:

- Increase website traffic
- Raise conversion rates
- Generate Revenue
- Attract more Facebook "Likes" and Twitter Followers
- Improve customer engagement
- Revitalize brand image
- Increase number of indexed links

Campaign Results:

- **+67.3%** increase in Facebook "Likes"
- **+16%** Increase in Twitter Followers
- **+52%** entry rate for Facebook Giveaway
- **+8.1%** Increase in eCommerce conversion rate from referral traffic compared to same time period last year
- **+16.4%** increase in referring traffic to client website compared to same time previous year
- Referring traffic had a **+38.55%** higher conversion rate than the same time period last year
- Over **600** links and **10,000** indexed pages generated

Traditional Furniture Company Builds Momentum through Social Media

Twitter Link Building Campaign and Facebook Giveaway Engages Fans, Builds Positive Brand Image, and Increases Site Links

Challenge: Along with companies investing in more traditional web marketing activities like SEO, PPC and conversion optimization, Social Media has become a major component to marketing strategy as a whole. Beacon Technologies began social media efforts for an International Furniture Retailer in early 2010. There were growing expectations for how to measure the return on such investments and to increase that return. The desired return in this case was customer engagement, positive brand image and SEO benefits like link building and driving traffic to the client website.

Business Solution: In order to achieve success in multiple channels and hit our return goals, Beacon formulated simultaneous promotions for Facebook and Twitter to coincide with the launch of a new product. In addition, the frequency and level of customer engagement were greatly increased in order to spread the word and create enough interesting content to entice people to stay connected to the client even after the promotions had ended. Due to Facebook promotion restrictions and the social network's inability to have status updates and links indexed in Google, Beacon chose to hold a more involved link building campaign on Twitter and have a simple product sweepstakes on Facebook. These efforts were promoted on social networks and the client website. Client provided no budget for paid advertising.

Twitter: Beacon provided legal copy for the promotion then used tweets, a promotion-specific Twitter background, Facebook status updates, and a Facebook tab to advertise the promotion. One item was given away once a week for five weeks. Clues were tweeted about the weekly item and followers had to visit the client website, try to guess the item, then tweet the link to the item along with the hashtag for the promotion. A winner was selected at random from all correct guesses at the end of each week.

Facebook: Beacon created a simple sweepstakes on Facebook to promote a new product launch and to keep Facebook fans engaged while the focus was on Twitter. This cross-promotion maximized network exposure.

Results: Beacon provided a significant positive return from the above social media efforts. Combining a stimulating promotion where visitors could participate and share for a greater number of smaller prizes with one large exciting giveaway, and increasing good social content, resulted in positive gains across the board. Please see campaign results to the left for specific numbers.