



## SOCIAL MEDIA CASE STUDY



### Company Overview

Just4MyPet.com, an online retailer selling thousands of personalized pet products, wanted to increase its social media fan base and generate engagement through likes, comments, and shares. They wanted something to draw people in and get them talking.

### Challenge

Just4MyPet.com had established a website but was looking to engage pet lovers with their full range of pet products, available nationwide through their website. They came to Blazonco because they were struggling to gain a social presence; through their own efforts, they had gained only 123 likes on Facebook. With the Booster Plan for social media, Blazonco was able to put together a strategy specifically for Just4MyPet.com's audience, with frequent and engaging weekly content, custom contests, and more.

### Strategy

We created a 5-step plan to achieve not only a strong social presence but also new, targeted leads for Just4MyPet.com.

- 1) *Build audience through Facebook ads.*
- 2) *Reward audience with exclusive discounts on Facebook.*
- 3) *Build relationships.*
- 4) *Engage audience with contests and giveaways.*
- 5) *Capture leads early in the sales lifecycle.*

## Using Ads to Build Brand Awareness Among Pet Lovers

By utilizing the advanced targeting capabilities of Facebook advertising and leveraging successful keyword groups, we began to increase the audience with a 10x increase in impressions. Within one month, Just4MyPet.com's audience grew from 123 fans to 1,650.

## Cultivating Relationships Through Posts

We promoted share-worthy photos with links to specific products on Just4MyPet.com website in order to increase awareness and drive traffic to specific product pages. Today, the brand posts content 3 times a day on average.

- Audience grew 342x within 6 months (over 40,000 new likes).
- Thousands of individuals were recorded talking about Just4MyPet.com on social media.
- Engagement grew by more than 500% during the campaign period.

## Rewarding Audience with Exclusive Discounts on Facebook

To add value to fans, promo codes for the holidays were immediately released to Facebook fans in order to encourage traffic to the Just4MyPet.com website and incentivize audience engagement.

## Engaging Through Contests and Promotions

Custom Facebook tabs were developed to offer giveaways, contest, and promotions. This encouraged the audience to further share Just4MyPet.com's Facebook page with friends.

## Capturing Lead Data for Remarketing

Participant data was captured through the custom Facebook tab applications, including names, email addresses, phone numbers, addresses, and more. This data was then used by Just4MyPet.com to follow up via email blasts and other marketing efforts, turning prospects into customers.



## Results of Blazonco Social Media Campaign

Results taken from the campaign running from November 2012 through June 2013:

- Fan Growth: **57,330**
- Total Unique Impressions: **8,482,137**
- Organic Impressions: **701,453**
- Paid Impressions: **7,353,258**
- Engagement (people who have ever talked about, liked, commented or suggested this page): **89,382**
- % of Active Users: **11%**



*For online retailers, I would recommend a very active social media campaign. If [businesses] are viewing social media as an awareness vehicle—really a relationship-building channel—they will see more success. The real value we are seeing is in building brand awareness. We are adding names to our email database and seeing an increasing number of sales from customers coming directly to the site. We believe the right way to think about social media is not a ‘last click’ attribution model, but one that helps to build initial awareness. Through email, display re-targeting, and other methods, we are able to capture the customer later, when they are ready to make a purchase. Social media helps us stay top of mind and relevant. All retailers need a social media presence of some sort, as today’s consumers expect to see you in the channel.*

**Brian Beck, CEO, Just4MyPet.com**



## About Blazonco

We help businesses succeed online. With fourteen years of experience serving businesses of all sizes, Blazonco has developed a suite of design and marketing services that includes web design, branding, internet marketing, SEO, social media, and PPC campaign management. Learn more at **Blazonco.com**.