

FACEBOOK – HOW USING SOCIAL MEDIA CAN ADD TO YOUR BOTTOM LINE?

STORY

A local photography gallery specialises in contemporary photos. They hold photography classes and exhibitions to showcase work by the best local talent. People can buy prints in person at the gallery or online on its newly launched website.

Goal

The gallery wanted to reach people who couldn't visit them in person. It aimed to drive traffic to its new website (which launched in February 2015), increase brand awareness, create an engaged Facebook community and maximize its budget and ROI.

OUTCOME

The gallery learned from the visual strategy of other established art galleries and used those insights to create visually stunning imagery for its photo ads on Facebook.

They ran photo ads and link ads to drive people to its website. It placed conversion tracking pixels on its website to measure and optimise its campaign creative, trying out different versions of copy, photos and targeting options to discover what was most effective.

But the gallery didn't just rely on Facebook's conversion tracking data. It engaged and asked its growing Facebook community what it wanted to see, and gave people more of what they wanted: event details, photos and informative content.

For its targeting strategy, the gallery used Custom Audiences from its website. It also targeted 30- to 54-year-olds with an interest in relevant subjects, including art, photography and film.



REACHING THE RIGHT PEOPLE

Facebook helped the gallery drive traffic to its new website and create a highly engaged community of photography lovers.

The gallery ran its campaign for 2 months from February–March 2015 and achieved these results:

- 54X increase in website traffic in 10 days
- 13,000 new Facebook fans in 2 months

Additionally, Facebook can be an excellent tool to use when looking to convert interest and traffic into paying customers.

STORY

This customer owns a women's fashion label and runs an online portal to attract shoppers.

GOAL

At the time, the business was a relatively new business venture and the top priority was to increase traffic to its website, then convert these visitors into customers.

OUTCOME

The company started a Facebook Page in tandem with its website launch as a way to interact and communicate with customers.

Facebook Ads, with its ability to display images and text, brought the company closer to its customer base than ever before. Links were also included in status updates to drive customers directly to the desired product page, allowing them to complete purchases faster and more easily.

They also used Facebook Application to schedule marketing campaigns within a desired timeframe.

This was utilised in conjunction with Facebook Connect to collect information about their customers, making it easier for them to share the company's online promotions.

To better track stock balance and bestselling products, the company developed its own automated system to link Facebook Ads to its online store. This helped to boost sales conversion rate, stock balance and advertising effectiveness.

Lastly, Facebook made it possible for the brand to handle all marketing campaigns in-house, including content development, giving it unprecedented control over its advertising activities. Using Facebook Social Plugins, the company discovered that adding a 'Like' button or 'Reply' function to the online store increased the likelihood of customers sharing their purchases.

Facebook worked so well for women's wear portal that its Facebook Page and Facebook Ads now serve as the brand's main marketing tools, with plans to increase season-by-season sales by 20%, peak season holiday sales by 60–80%, and to maintain its repeat customer rate at 30%.

Among its results are:

- 10–20% boost in monthly sales revenue
- Three-fold increase in ad spending returns
- 3,000–5,000 online sales leads generated each month
- 10,000 fans gained within a month of launch
- 77,000 fans gained within a year

When done correctly and in using the most appropriate tools within Facebook, social media proves that it is a highly effective channel with which to increase sales and profit margins.



This resource has been kindly provided by



If you have any questions, please call 0800 CHAMBER (0800 242 623).

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