

12 Awesome Facebook Marketing Campaigns

How small businesses use Facebook to get big results



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Many businesses are wondering what they're really getting from the time they spend marketing on Facebook and, more importantly, how they can turn their hard-earned fans into customers.

That's why at Constant Contact, we created a tool specifically designed to make it easy to get measurable results from Facebook marketing: Social Campaigns.

With Social Campaigns, businesses can offer current and potential fans something special— like exclusive content, a sweepstakes, or a discount, that helps grow their fanbase and drive sales, leads, brand awareness, and social word-of-mouth.

So, what exactly is a social campaign? It's simple:

First, you build a great offer that lives on a gated tab on your Facebook Page— that means people will need to "like" your Page to get it. Then, you promote the offer to your email list and social connections to drive engagement, action, and social sharing.

In this guide, we'll look at 12 Facebook marketing campaigns and their results.

CONTENTS

- Bookbinder's Workshop: \$15,000 from a Scaled Giveaway3
- BellaSoleil.com: \$10,000 from a Coupon..... 4
- Capital Photography Center: Offering a Free Class for Fans.....5
- Seconds & Surplus: \$32,625 from a Big Discount6
- PropertyMinder: Getting 584 White Paper Downloads.....7
- Scribblers: Growing a Community through Expertise 8
- Sugaree's: 600 Facebook Fans, 96 New Leads9
- PropertyMinder: Offering Webinars for "Likes"10
- SpeechGear: Getting an Extra 329 Trialers11
- Roe Motors: Raising \$650 From Facebook Fans.....12
- MoneySaver Marketplace: Quadrupling Fans with Facebook Contests.....13
- Sugarbush Resort: The Sweepstakes14
- Conclusion15



Bookbinders: \$15,000 from a Scaled Giveaway

"I thought that everyone knew who we were ... But then we tried our first social campaign. Boy, was that a wake-up call."

- Michael Chrisman, Founder

Reaching a New Audience...

Michael Chrisman, Founder of Bookbinders Workshop in Garden City, New York, thought he had pretty much connected with all of his possible clients.

After all, bookbinding is something of a specialized industry. Yet, just in case, he decided to try something a little different: a Facebook Page.

To jumpstart the Page, he launched a social campaign from February 22 to March 7.

The Offer

Michael offered a 248-page hardcover book to any customer who bought at least \$300 worth of bookbinding supplies.

The Promotion

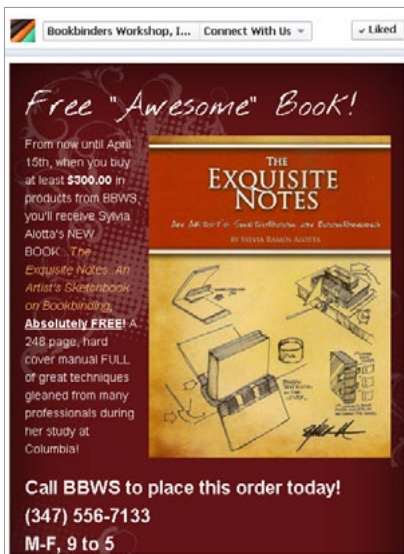
To kickstart the campaign, Michael sent out an email to let his 1,180 email contacts know about the social campaign.

After all, he was offering a pretty great deal.

He also started showing off all of the products that BookBinders Workshop had to offer by posting photos, comments, and news about upcoming events.

The Results

In one month, Michael's social campaign earned Bookbinders Workshop \$15,000 in one month. The Page received 600 fans in one month, up from 50.





BellaSoleil.com: \$10,000 from a Coupon

"I got 72 new 'Likes' in the first two hours of sending out the email about my social campaign."

-Elaine Topper, Founder

Offering Something Fans Can't Refuse ...

Elaine Topper, Founder of BellaSoleil.com, will be the first to admit that the online Tuscan home décor retailer's Facebook fan count wasn't exactly huge when she started.

With approximately 30 fans on the Page, Facebook had proved to be something of a lackluster part of the store's marketing efforts.

So, she decided to try Social Campaigns as a way to offer people something she knew they couldn't refuse.

The Offer

Elaine decided to give a 10% discount to anyone who liked the Page by placing a special code on the reveal Page of her campaign.

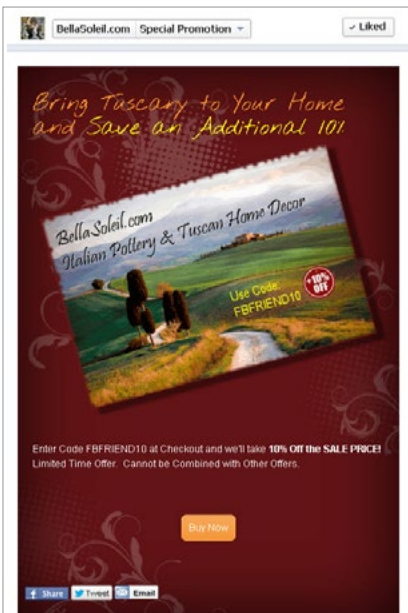
The Promotion

Elaine initially promoted her campaign by sending an email to her 1,767 email contacts.

She also posted photos of different products and a behind-the-scene look at the store to keep fans engaged.

The Results

In just 48 hours, Elaine says she saw \$10,000 in profit from her social campaign. Not only that, the Facebook Page's "likes" grew by 200% in three weeks.

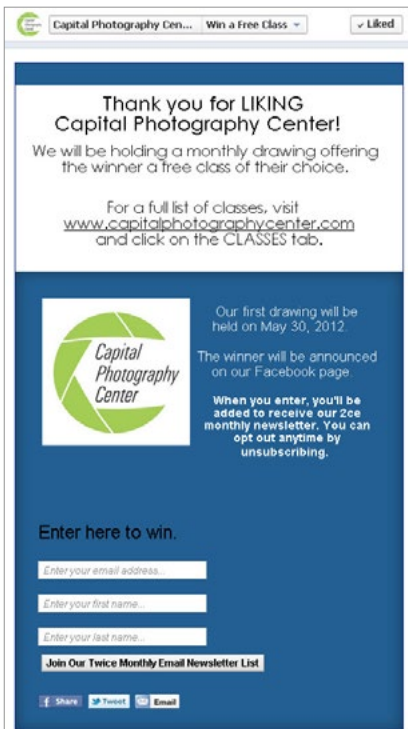




Capital Photography: Offering a Free Class for Fans

"I've had a few new faces in the classes since I started offering free classes with Social Campaigns."

-Marie Jobar, Founder



Getting More People to Classes

During the winter of 2012, Marie Jobar, Founder of Capital Photography Center, decided she wanted to start using Facebook to promote her business.

She especially wanted to get more students to the center's classes.

But Marie found she wasn't getting very much momentum from Facebook until she tried Social Campaigns.

The Offer

Marie offered fans the chance to enter a monthly drawing for a free class.

The Promotion

In addition to an email promoting the campaign, Marie regularly reminds fans about the monthly contest by posting the campaign on Facebook.

The Results

In just two months, the Capital Photography Center Facebook Page received 111 new fans.

In addition, 132 email subscribers signed up through the social campaign, and it was shared 23 times via email, Facebook, and Twitter.



Seconds & Surplus: \$32,625 from a Big Discount

“What my campaign taught me was that it doesn’t matter how many fans you have, it’s what kind of fans you have.”

- Jay McKeever, Graphic Designer

Impressing your new boss...

Jay McKeever was a graphic designer for hardware store Seconds & Surplus for less than two weeks when he decided he wanted to try using Facebook to help the business.

He figured he would start off by trying to boost sales among the store’s 150 fans by running a social campaign.

The Offer

Seconds & Surplus is a wholesale store where many sales are over \$1,000. Jay offered a coupon for 10% off, which meant that customers could save quite a bit of money.

The Promotion

Jay sent an email to 7,946 email subscribers showcasing the new Facebook offer.

He also started to regularly host Facebook surveys and quizzes, in addition to posting photos.

The Results

Jay launched the campaign on a Friday and, by Sunday, the discount generated \$7,000. After one week, Jay says \$12,000 in sales came directly from Facebook.

In one month, the campaign netted Seconds & Surplus \$32,625.

A total of 37 coupons were redeemed and the fan count for the Seconds & Surplus Facebook Page tripled, from 150 to 450.

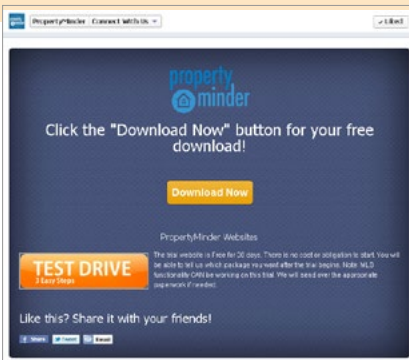




PropertyMinder: Getting 584 White Paper Downloads

“We saw a number of new leads & sales from our social campaign.”

-Glenn Zabal, Director of Marketing



Giving out free advice for more fans...

PropertyMinder is a web service firm that specializes in solutions for real estate agencies.

Glenn Zabal, director of Marketing, wanted to find new ways to engage and grow his fan base, but also capture new leads.

“We wanted to position ourselves as experts in the field and used Social Campaigns to do it,” he explains.

The Offer

PropertyMinder has run a total of four campaigns.

Two were guides that fans could download once they “liked” the Page and the other two were like-gated webinars.

The Promotion

PropertyMinder promoted the campaigns via multiple emails, Facebook posts, and the company blog, which showcased the offer by highlighting some of the campaigns’ content.

The Results

The PropertyMinder Facebook Page gained 327 new fans from two download campaigns in three months.

Overall, the two white papers were downloaded 584 times, which promoted PropertyMinder as a thought leader to a growing client base.

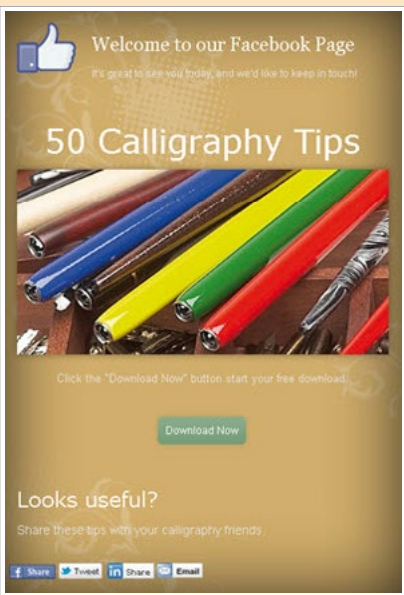


Scribblers:

Growing a Community through Expertise

"Within a few minutes, I had eight new 'Likes.' In 24 hours, I got 116."

-Simon Rous, Founder



A special industry

Simon Rous, Founder of online calligraphy supplies store Scribblers, wanted to create a community of calligraphers from around the world.

He figured a community could help business and connect fellow calligraphers, so they could talk about their craft and showcase their work in one place.

Simon chose Facebook to do it, but realized early on that he had to find a way to encourage people to "like" his Page.

The Offer

Simon wanted to show his expertise to the community, so he used Social Campaigns to offer a guide of 50 calligraphy tips to anyone who "liked" the Page.

The Promotion

Simon sent an email about the campaign to 4,244 contacts. He also used Facebook Ads to target fans who were specifically interested in calligraphy, then used his social campaign as a way to capture the actual "like."

The Results

Simon went from fewer than 100 fans in early January to over 5,000 fans in August.

In the first 24 hours of his social campaign, he gained 114 fans and says he gets about 10-12 "likes" a day.

About 269 people downloaded the guide in under three weeks. Simon estimates he has made over \$500 directly from customers who ordered from Scribblers after visiting the Facebook Page.



Sugaree's: 600 Facebook Fans, 96 New Leads

"We got an online order an hour after we put the campaign on our Facebook Page."

-Micha Foster, Manager

Sweetening the deal

Sugaree's Bakery had a somewhat active Facebook Page before 2012, but Manager Micha Foster says January was when the store decided to get serious about growing an online presence.

"We really wanted a way to promote our online orders, and Facebook seemed like the way to do it," she says.

The Offer

Micha launched a social campaign that offered a 20% discount to anyone who "liked" the Facebook Page and ordered online.

The Promotion

Micha sent an email to the bakery's 2,988 contacts. She also had been using Facebook Ads to generate publicity for the Facebook Page, which resulted in about 300 new fans.

The Results

In February, the Sugaree's Facebook Page saw an increase of over 600 fans, which Micha says was from combining Facebook Ads and Social Campaigns.

The social campaign itself drove 96 clickthroughs to the online order form, which promoted awareness and generated quite a few orders.



PropertyMinder: Offering Webinars for Likes

"We didn't have to create any new content, we just took resources we already had and promoted them on Facebook."

-Glenn Zabal, Director of Marketing



What do you do with extra content?

PropertyMinder has been running webinars to educate prospects, leads, and clients about best practices on a number of different real estate topics.

The recorded versions of the webinars were traditionally available on the company's website.

director of Marketing Glenn Zabal decided he could grow the Facebook fanbase even more by embedding the webinars in a social campaign.

The Offer

Glenn didn't even have to create new content, he just promoted old webinars to new channels via Social Campaigns.

The Promotion

PropertyMinder promoted each webinar through emails, Facebook posts, and a blog post that showcased what the webinar was about.

Each link led directly to the social campaign.

The Results

In addition to getting 26 new fans and viewers from two webinar campaigns in three months, PropertyMinder's social campaigns increased brand and product awareness from the webinars.

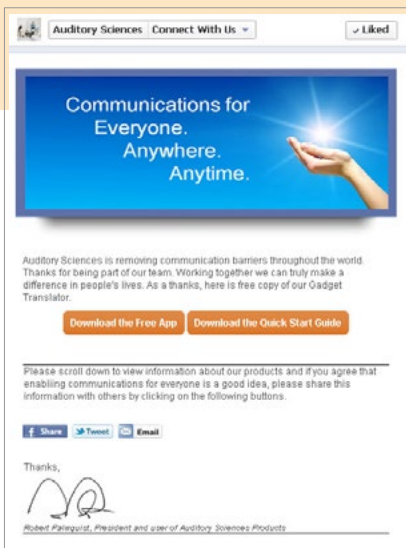




SpeechGear: Getting an Extra 329 Trialers

“After our social campaign, we generated 10 times the number of leads that we normally receive.”

- Richard Palmquist, CEO



Offering a free demo for a “Like”

SpeechGear provides software for government agencies, businesses, and organizations that translates languages in real-time.

Traditionally, it has been difficult for the business to generate new leads, so SpeechGear recently decided to use Social Campaigns to promote something special.

The Offer

SpeechGear offers a free trial of the software on the website, but Richard didn't think every possible client was seeing it.

The team like-gated the demo on two Facebook Pages: one for SpeechGear's enterprise-level clients and one for smaller organizations.

The Promotion

The company sent out an email to 43,143 email contacts.

The team also actively maintained a Facebook Page by posting news and information that pertains to language barriers and hearing difficulties.

The Results

In three weeks, the SpeechGear Facebook Pages gained 168 new fans, up from under 50.

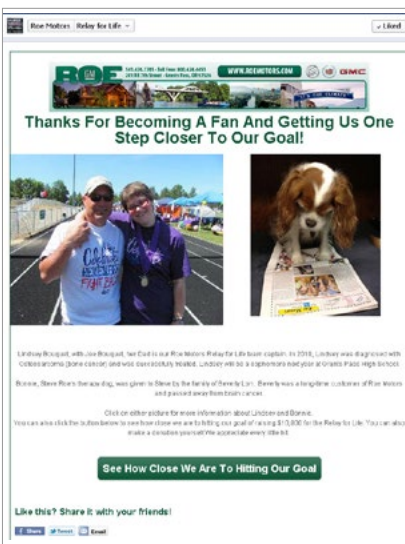
The software demo was downloaded 329 times and generated leads, sales, and brand awareness.



Roe Motors: Raising \$650 from Facebook Fans

“Our social campaign really helped drive more people to our fundraisers, so the impact on donations was pretty big.”

- Steve Roe, Owner



Funding with Fans

Steve Roe, Owner of Roe Motors, wanted to help the Relay for Life in a big way. He wanted to raise \$10,000 for the cause, something he wasn't sure was even possible. To help spread the word about the goal, he decided to run a very unique social campaign.

The Offer

Steve embedded a video in his social campaign's welcome page, so that anyone who visited the page, fan or not, could see a video of Steve's promise: he would shave his head if Roe Motors hit the \$10,000 goal.

The company donated \$1 for every "Like," but also had more information for anyone who "liked" the Page. Specifically, information about how fans could help.

The Promotion

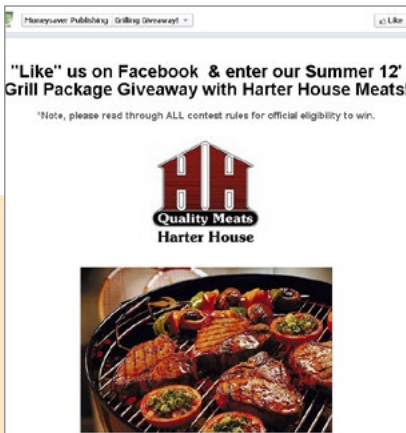
Steve sent an email promoting the campaign to 2,400 contacts, as well as working with a local news station to promote Roe Motors' fundraising efforts.

He also updated his Facebook Page about the campaign on a regular basis.

The Results

Overall, Steve raised \$650 directly from his social campaign. He also grew awareness of fundraising activities through it.

In total, he raised \$11,142 for Relay for Life, surpassing the \$10,000 goal, and got 150 new fans in the process.



MoneySaver: Quadrupling Fans with Contests

"We add about 100 emails a month now, and we've gone from 2,800 contacts to 4,200."

- Chris Brewer, Founder



Running a contest for exposure, fans, and business

Chris Brewer, Founder of MoneySaver Marketplace, and social media intern Kim Perry wanted to grow the company's potential customers with Facebook contests.

Since MoneySaver partners with local businesses to promote coupons, the reach of each promotion is integral to MoneySaver's bottom line.

The Offer

To run an engaging contest for Facebook fans, Kim and Chris like-gated a coupon for a local business.

After that, fans had to share the contest or write on MoneySaver's wall, explaining why they should win the contest.

The Promotion

Since signing up for the contest email list and spreading the word about the social campaign were required steps to the contests, fans helped MoneySaver's social campaign gain exposure.

Kim promoted the campaign through email and social media to drive additional traffic.

The Results

MoneySaver's social campaign quadrupled the fan count for the Facebook Page, growing "Likes" from fewer than 100 to over 400.

The contest also doubled subscribers for MoneySaver's email list and increased engagement on Facebook.

Sugarbush Resort: The Sweepstakes

“The results of the campaign were double what we expected.”

-Jake Roberston, Interactive Manager



A sweepstakes gains fans & business

When Sugarbush Resort wanted to grow the company’s Facebook Page, Interactive Manager Jake Roberston also wanted to find a way to reward current fans and grow the resort’s email list.

Sugarbush ended up using Social Campaigns to offer Facebook fans the chance to win a number of prizes.

The Offer

With a total of over \$15,000 in prizes, Sugarbush’s sweepstakes offered everything from a ski trip to Alaska to some exclusive deals at the ski resort itself.

Fans had to enter their email addresses and “like” the Page in order to enter the sweepstakes.

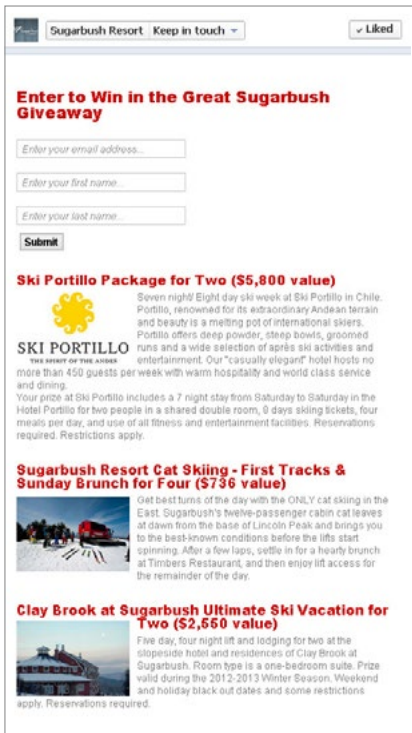
The Promotion

Sugarbush Resort already had an active Facebook presence, and helped spread the word about the offer by sending out an email to 50,000 contacts and promoting the campaign on social media networks, talking about the great packages fans could win.

The Results

Thanks to the sweepstakes, Sugarbush’s Facebook Page gained 3,000 new fans in one month— and also netted the ski resort 2,000 new email subscribers.

Jake notes there was a significant spike in increased engagement, too, and, of course, customer loyalty and business.



So what does this all mean?

These twelve businesses ran very different campaigns. They all got results that surpassed their expectations. These stories show that Facebook can act as a channel that gets results for any company. However, we can see that engagement and promotion were crucial to the success of each one of these campaigns.

To launch an effective social campaign, every business had a very hands-on approach to keeping things coordinated. If you want to run a campaign that doesn't just grow fans, but grows sales, leads, and brand awareness, here's a checklist you can use to drive results:

The Social Campaigns Checklist:

 **The Offer**

Before you start promoting and planning, think of what great offer you'll be sending to fans.

 **The Email**

If you already have an email list, make sure to send an email specifically promoting your social campaign, then include it in each newsletter going forward.

 **Stay Social**

Launching a campaign and then ignoring it will go badly. Make sure you stay engaged with fans. Look up Facebook best practices (see below) and go from there.

 **Keep Going**

Each of these businesses started from a very different place when they launched their social campaigns, but they had one thing in common: they didn't give up.

Need help? Call our coaches, toll-free, at **1-855-825-0404** to schedule a free session.

Want more “likes,” more shares, and more business?
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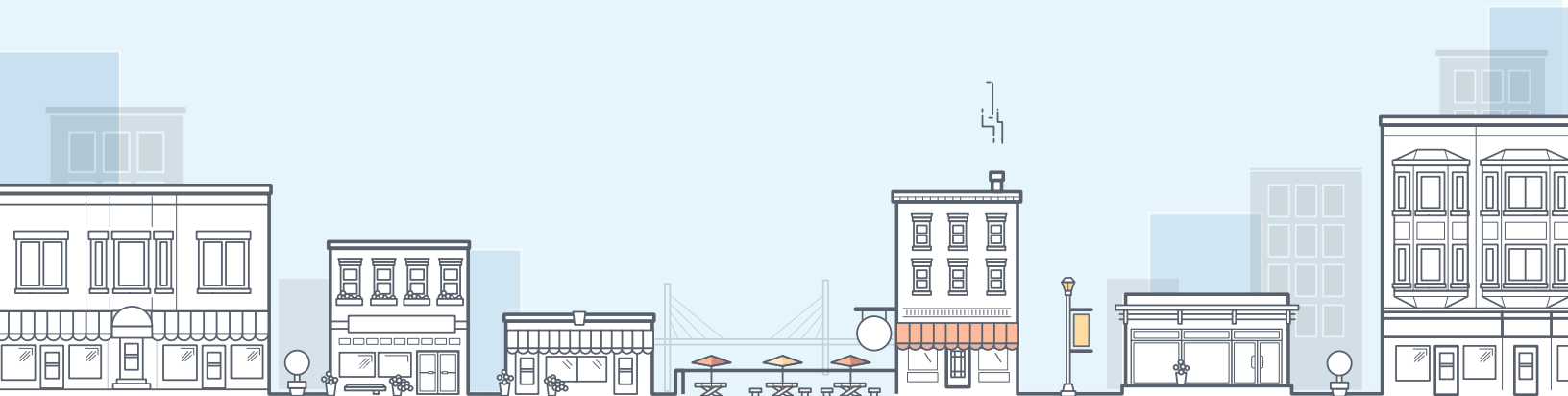
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