



## Case Study

### **Consumer Product Company's Facebook Fan Page Advertising**

During the '80s and early '90s, the client's consumer product was very popular with a large segment of pre-teens, teens and young women. It had an iconic status, but lost luster in the late '90s and early 2000s. The company decided to bring this product back with both a nostalgic and modern approach to design and marketing.

Part of the marketing approach was the use of social media, especially a Facebook page. After an initial launch of the page, the company was not satisfied with the number of fans it had attracted to the site and contacted a marketing agency to help them. The agency contracted Harry Hallman of Octane Interactive to develop a Facebook fan acquisition strategy and implemented it in early 2010.

#### **Octane's Solution**

The company wanted to increase the fan base quickly so they could use Facebook's messaging and posting capabilities to generate renewed interest in the product line. Hallman suggested the fastest and most effective tool would be to create a campaign using Facebook fan advertising.

#### **Targeting Strategy**

Facebook allows a reasonably good targeting capability. Hallman targeted girls and women, which include new potential customers as well as previous consumers of the product from the '80s and '90s. The idea was to both introduce the product line to a new audience as well as generate a nostalgic interest from previous users of the product, which would lead to new sales from them and their children.

#### **Ad Strategy**

The ad strategy included creating numerous ads using both nostalgic and current messaging. The ads also included product photos appropriate to the message.

#### **Management**

The program was managed, over the year, to generate the highest number of fans for the least expenditure. This included tweaking existing ads and adding new ones. Reports were provided on a monthly basis.

#### **Results**

When the program started the fan base for this page was approximately 900. By the end of 2010, the fan base (now called "likes" by Facebook) was more than 85,000 fans.



Active users increased from 1,000 to more than 40,000 monthly. Post impressions increased to an average of 50,000 per message. Fans' posts often and talked about buying the product for themselves or their children.

During the year there were also a number of additional campaigns highlighting various promotions. These ads generated clicks to the company website, where visitors registered to win products or special attendance at events.

The company also contracted the agency and Hallman to create a similar program for a sister product. Hallman used a similar strategy and targeted a different audience according to interests and demographics. Fans increased from under 300 to more than 20,000 during this three-month program.

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