

# Case Study

## *GolfEtail – Social Media 2010*



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# GolfEtail – Social Media 2010

## THE CHALLENGE

GolfEtail, a Massachusetts-based discount golf equipment retailer, came to us in July 2010 with three goals to meet:

1. Increase Facebook likes
2. Promote brand awareness of GolfEtail
3. Engage readers in GolfEtail's social media

## THE STRATEGY

For GolfEtail, we created and managed a Facebook-based social media promotion that asked entrants to pick the winner of the PGA Championship after liking the GolfEtail.com Facebook page for a chance to win a free TaylorMade Burner Driver. We marketed the promotion in the following ways:

1. A targeted and evaluated email blast sent out to GolfEtail's existing email subscribers:
  - Initial blast sent with 3 different subject lines just after Midnight PT on Monday; 15% of the list received one of the 3 subject lines
  - System 'sat and evaluated' the number of opens each email got
  - At 12 Noon PT, system sent out the email to the remaining 55% of the list with the 'winning' email subject line
2. Blog and Twitter updates to build enthusiasm:
  - Seeding on a daily basis – news about the PGA Championship and suggestion of something big happening next week
  - Daily announcements and links to Facebook contest entry tab across all social media channels
  - Blog updates, including video with GolfEtail employee announcing contest and displaying prize
3. A major Facebook push:
  - Creation of a promotion-specific Facebook landing page
  - Updates with pictures of GolfEtail employees and warehouse to put a human face on the company
  - PGA updates and information about who entrants were voting for
  - Facebook ads promotion targeting golf lovers / PGA tournament lovers

## THE RESULTS

Between August 9 and August 12 (the duration of the promotion):

- GolfEtail's Facebook fan base increased by 1,000 likes

- 1,927 contest entries were received from GolfEtail's email list, homepage banner ad, blog, and Twitter
- 246 entries were received from Facebook Ads
- Follow-up social media oriented discounts of 12% site-wide and 10% off coupons for email subscribers led to further engagement, with over 3,500 likes a year out from the initial promotion