

GolfEtail Social Media Marketing 2010 [Digital Marketing]

Case Study Background

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

- Increase Facebook 'likes'
- Promote brand awareness of GolfEtail
- Engage readers in GolfEtail's social media

The Social Media Marketing Strategy and Solution

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. Participants were entered 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
 - The system evaluated the number of opens each email received
 - At noon PT, the 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 – We shared news about the PGA Championship and suggested 'something big' would happen next week
 - Daily announcements and links to Facebook contest entry tab across all social media channels
 - Blog updates, including video with a GolfEtail employee announcing the contest and displaying the prize
3. Facebook push:
 - Created 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 over 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

Check out our [social media marketing](#) page to see how we do awesome social stuff now!