



SocialFlow Case Study:

Developing Direct Response Retail Campaigns

SocialFlow's client is a leading high-end global fashion and designer footwear brand.

Objective

A major fashion brand was using SocialFlow to publish organically to Facebook and Twitter. Given the success of SocialFlow's platform developing engagement with organic and boosted Facebook posts / amplified Tweets, the client wanted to run a test expansion into Direct Response and eCommerce specific campaigns on Facebook and Twitter to drive additional ROI from Social Media campaigns.

Challenge

Management was leery of how Direct Response campaigns would perform in Social Media channels like Facebook and Twitter, instead favoring the allocation of budget to traditional paid channels like search campaigns / Adwords. They needed proof that Social advertising DR campaigns could drive significant ROI to expand beyond a test run.

The Solution

SocialFlow and the client agreed upon set of metrics to determine success during a trial period with executive buy-in. SocialFlow utilized custom audiences, website pixels, and gained approval to leverage CRM data to target potential customers with relevant posts throughout the campaign. This resulted in significant ROI (6x Social Ad-Spend) and merchandise sales during the trial period.

Success

Insights

- The brand was able to glean unique insights from new custom audiences – consumers that are both engaging with the brand on Social AND purchasing their product – to allow for better marketing through all advertising channels.

Increased Budget

- Our client's and the management team was ecstatic about the social media results with SocialFlow and is continuing, and increasing the budget for its brand engagement campaigns and additional eCom initiatives on both Facebook and Twitter.

Improved Reporting

- With automated reporting sent directly to stakeholders, management has a better understand of progress and is now fully bought into the social media team's results, requesting further Social DR related initiatives and providing the additional budget to support the new campaigns.

6x return on Social Ad-Spend - tied directly to campaigns run through SocialFlow