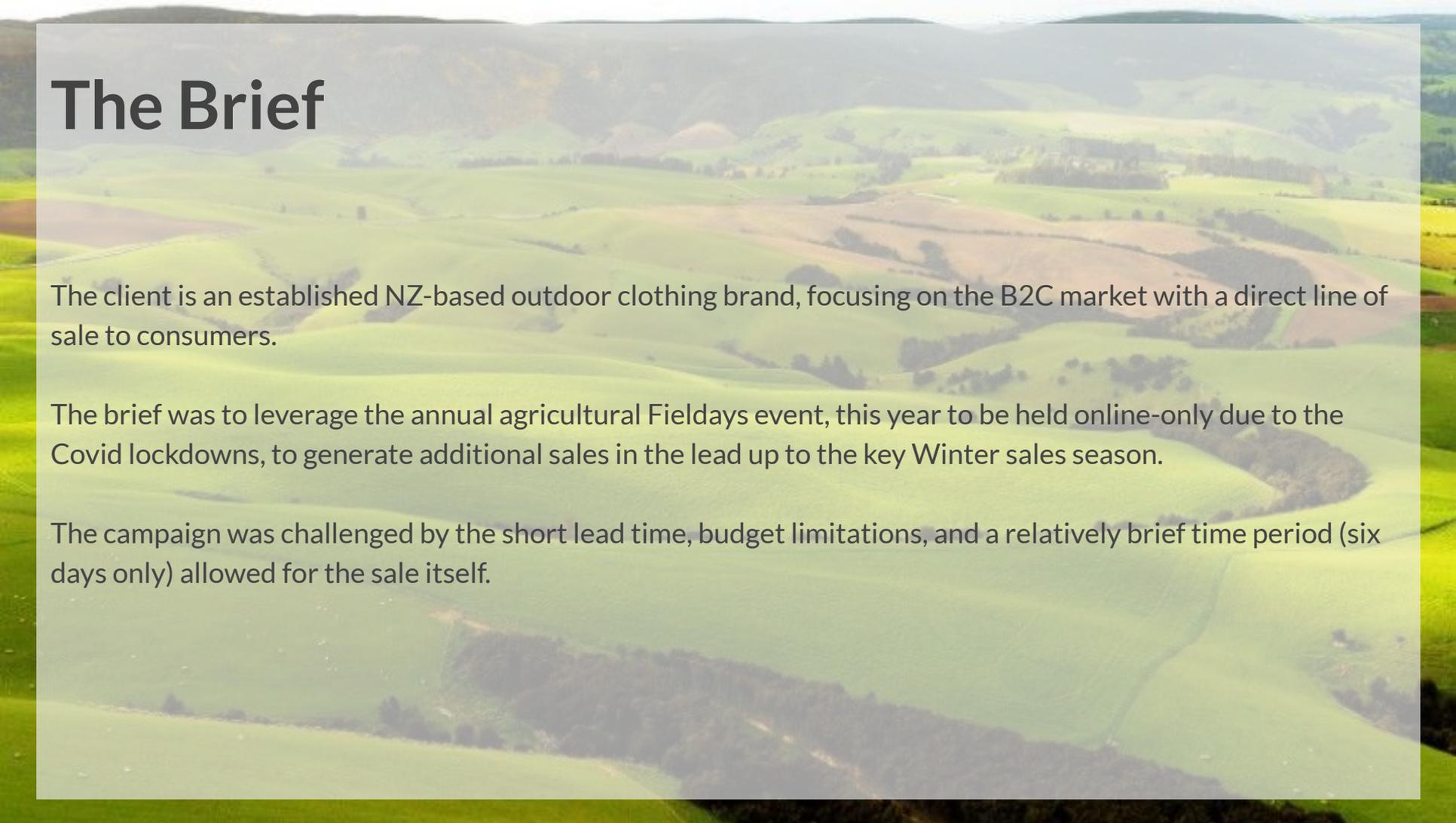


# Case Study: Using Facebook For An E-Commerce Flash Sale

# The Brief

The background of the slide is an aerial photograph of a rural landscape. It features rolling green hills, some of which are covered in dense trees. The foreground and middle ground are dominated by agricultural fields, some of which are a vibrant green, while others are a brownish-tan color, suggesting they have been recently plowed or are in a different stage of crop growth. The overall scene is bright and clear, with a soft focus that emphasizes the textures and colors of the landscape.

The client is an established NZ-based outdoor clothing brand, focusing on the B2C market with a direct line of sale to consumers.

The brief was to leverage the annual agricultural Fieldays event, this year to be held online-only due to the Covid lockdowns, to generate additional sales in the lead up to the key Winter sales season.

The campaign was challenged by the short lead time, budget limitations, and a relatively brief time period (six days only) allowed for the sale itself.

# Strategy

We proposed a multi-channel approach; leveraging the brand's strong social media presence across Facebook and Instagram, alongside Google Shopping and Display campaigns.

Because of the brand's strong track record with sales from social media channels, and budget limitations for this campaign, we opted to focus media spend on Facebook Ads and content for the campaign, utilising a variety of Facebook tools and assets as follows.

# The Plan

1. We created a Facebook Event on the brand's Facebook Page for the sale, using the dates of the sale as the key dates for the event. This event was promoted to the brand's social media followers, and agricultural sector workers and agricultural sector-interested audiences. This was aimed at generating event responses (“going”, or “interested”) to the virtual sales event.
2. Alongside this, we also created an Awareness campaign in Facebook and Instagram, also targeting agricultural sector workers and agricultural sector-interested audiences....

# The Plan (cont.)

3. We used interactions with the Awareness and Event campaigns to build a custom remarketing audiences comprised of these engaged users.

4. The brand posted daily posts in the lead up to the sale event, with a countdown to the sale's start day. This was aimed at generating excitement about the upcoming sale on their Facebook and Instagram profiles. Each of these posts were promoted to target audiences as part of the awareness campaign.

5. Beginning on the day of the sale, a conversion-optimised campaign went live, retargeting the audiences who had engaged with the event or any recent Page content or ads, and all website landing page visitors.

# Results



The splash sale strategy was a success, with over 83,000 people reached by the campaign, generating over \$13,860.00 in revenue, with a cost/sale of \$4.35.

The Fieldays Remarketing campaign also performed better than the standard Remarketing campaigns over the same period, with a conversion rate 0.8 percentage points above the brand's standard remarketing campaign (0.23% vs. 0.15% conversion rate).

# Results

**\$13,868** Sales revenue

**43%** Lift in revenue on average monthly sales

**\$279.90** Ad spend

**4900%** ROAS

# Engagement

**83,700** People reached

**543** Event responses

**1,751** Post or Ad engagements

**4,256** Website landing page visits

# Conclusions

- Short-term sales success doesn't happen alone. Use content and consistent social media advertising to build your own audience of followers and “warm” audiences of people who are familiar with your brand over time. This is key to converting these followers into customers during short-term splash sales.
- Coordination with the client was key to ensuring all social content around the sale was timely and coordinated with the paid campaign creative assets.
- Utilising a variety of Facebook's tools and campaign types worked! Facebook Events, Reach campaigns, and Facebook's audience targeting options meant that the limited budget was able to be leveraged to drive awareness and sales.
- The choice to focus the limited budget on one channel (namely, Facebook & Instagram) helped ensure the success of this promotion. Rather than trying to spread the budget too thinly across multiple channels , the promotion focused on Facebook content and ads network, and made use of the “viral” factor with Facebook Events.

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