



3 Awesome Facebook Marketing Campaigns

How small businesses can use Facebook to get big results



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Many businesses are wondering what they're really getting from the time they spend marketing their business on Facebook. More importantly, they want to know how they can turn their hard-earned fans into customers.

That's why we created an easier way for you to get measurable results from your Facebook Page

With Constant Contact, you can easily create a campaign on Facebook to promote a special offer to current and potential fans — like exclusive content, a sweepstakes, or a coupon.

You can promote the campaign to your existing audience, and drive people to an action-gate on Facebook where they can enter their contact information to redeem the offer. This is a great way to boost engagement on your Page and drive real business results from your Facebook marketing.

In this guide, we'll look at three awesome Facebook marketing campaigns from real small business to see how running a campaign can help you engage your fans, grow your email list, and attract new customers with Constant Contact!

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KonaRed

Boosting Engagement with a Facebook Sweepstakes

"It was a great way to engage our fans. We saw a huge boost in activity during the campaign."

-Casey Eidson, Social Media Manager

Boosting social engagement

KonaRed, makers of KonaRed Coffee Fruit beverages, has been open for business since 2011.

With customers located across the U.S. and around the globe, social media has played an important role in helping KonaRed stay connected with its biggest fans.

Always looking for new ways to engage their social media audience, KonaRed tried a Facebook Sweepstakes.



The offer

Using the Facebook Sweepstakes campaign, Casey Eidson, social media manager for KonaRed, created a contest giving fans the chance to win a free month supply of KonaRed.

"The sweepstakes was easy to set up. Once we knew what we wanted to offer, it took no time at all," Casey explains.

The promotion

After setting up a Sweepstakes landing page on Facebook, Casey sent an email from within his Constant Contact account, promoting the contest to his list of contacts.

The results

"We had a ton of people enter the contest and we also saw a lot of people sharing it with their own friends on Facebook and Twitter."

In just two weeks, 442 people entered the KonaRed Sweepstakes. With so many people sharing the campaign, KonaRed was able to reach a whole new audience.

By the time the sweepstakes ended, 72 of their new fans had joined the KonaRed email list.

Enter for a chance to win A Month Supply of KonaRed

Win a FREE case of KonaRed Hawaiian Superfruit Antioxidant Wellness Beverage. KonaRed is all natural and full of antioxidants sourced from the red ripe coffee fruit grown in Kona, Hawaii!

First Name

Last Name

Email

Enter

By providing your email address, KonaRed Coffee Fruit may email you company updates and promotional offers. You may unsubscribe at any time.

Island Natural Markets

Turning Facebook Fans into Paying Customers

"We started off with email and had some great results, so we wanted to see if we could do the same thing with our Facebook Page."

-Nadia Roch, Island Natural Markets

Reaching a new audience

Island Natural Markets is the largest health food store and supplier of organic food and products in Nanaimo, British Columbia.

The market started using Facebook in January 2012 and like a lot of small businesses, faced some difficulty generating measurable business results.

"We're lucky to have a passionate following of people who love our products and the service we provide, but getting people to become fans took some time at the start."

After running a series of contests to bring new fans to her Facebook Page, she came up with an offer designed to take people off of Facebook and in to her store.



The offer

"We did a one-day offer to help celebrate Earth Day at the store," Nadia explains. "It was a chance to give our fans something they would like and it brought people into redeem it."

The promotion

With Constant Contact, Nadia was able to create the campaign and launch it in a few easy steps.

She could then promote the campaign on Facebook and send an email to her list of contacts. Anyone who wanted to redeem the offer would simply have to bring the coupon into the store to redeem it.

The results

"In a single day, over 30 Island Natural Markets Facebook fans came into the store to redeem their offer.

"The ease of converting fans into customers has really been the biggest advantage," Nadia explains. "That and having people come into the store to tell us how much they loved the campaign."

A screenshot of a Facebook coupon offer. The coupon is titled "Free AspenClean Natural Cleaner (\$6 Value)" in bold blue text. Below the title, it says "Enter your email and we'll send your coupon" in a smaller blue font. There is a white text input field for the email address. To the right of the input field is an orange button with the text "Claim Offer" in white. At the bottom of the coupon, there is a small line of text: "Coupon can only be redeemed in person at Island Natural on April 22, 2013. 1 coupon per person. While supplies last." In the bottom right corner, it says "Expires 04/22/2013". The entire coupon is enclosed in a dashed blue border with a close button (an 'X' icon) in the top right corner.

Flint Energies

Building an Audience with Exclusive Content

"We now have a whole new channel to communicate with our members."

-Jimmy Autry, Senior Vice President

The offer

Using the Downloadable Content campaign, Jimmy offered an exclusive guide with tips to help homeowners save money on energy costs.

"The booklet is something we've had available for members in the past, but hadn't really promoted it online," Jimmy explains. "We saw how easy it would be to host it right on our Facebook Page, so we decided to give it a shot."

The promotion

With his campaign ready to launch, Jimmy could then promote it to his own network through Facebook and Twitter, and by sending an email to his list of contacts.

The results

Over the course of seven days, more than 900 people visited the campaign landing page, over a third of which clicked to download the energy-saving booklet.

Of the people who downloaded the booklet, 52 took the next step of sharing it with their own network through social media and email.

By the end of the week-long campaign, Flint Energies was able to reach a whole new audience through the power of social sharing, and add new fans to the Flint Energies Facebook Page.



Click "Download Now" to get this free Guide - 101 Home Energy Saving Tips

Here are 101 Low Cost/No Cost ways to save money in your home, courtesy of Flint Energies and your Touchstone Energy Cooperatives.

Enter your email and we'll send you a copy

Download



A Checklist for Success

If you want to run a successful campaign like these three businesses, there are certain steps you'll need to take! Follow this checklist for success:

Create an offer

Before you start promoting and planning, decide what great offer you'll be sending to fans.

Promote it

Promote your offer across all of your different channels, and encourage fans to share.

Track your results

Remember to track your results to see what worked, what didn't, and what you can do differently for your next campaign.

Stay social

Your social media marketing doesn't begin and end when you're running a campaign. Continue to share content and engage with fans, even after your campaign ends.



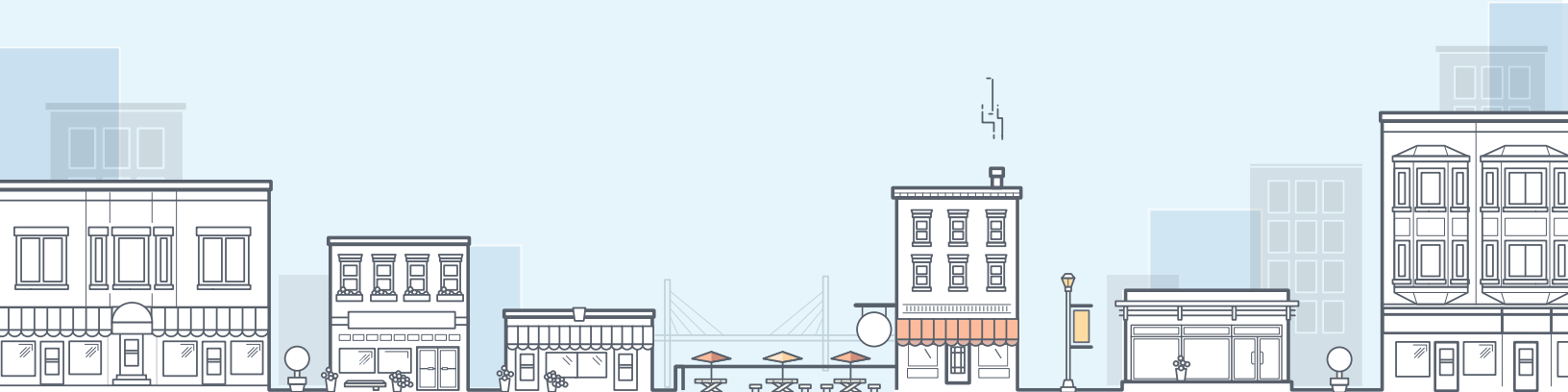
Ready to get started?

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