FACEBOOK MARKETING AND FACEBOOK ADS
CASE STUDY:
ANDREW MARTIN, INCREASING ROI
346% WITH AN ONLINE RETAILER
ARCH DIGITAL AGENCY WORKS HAND IN HAND WITH OUR CLIENTS TO DEVELOP A UNIQUE STRATEGY THAT IS TAILORED TO THE SPECIFIC GOALS OF EACH CLIENT.

THE CLIENT

Andrew Martin (AM) creates hand-crafted leather belts made from the most exotic skins in the world. They pride themselves on using only the finest leather, and combining this leather with unique hardware to manufacture exceptional belts. The result? A truly one of a kind product.

CLIENT OBJECTIVES

- Refine target audience and Grow an Audience
- Grow Brand Presence
- Increase Sales, order volume and revenue of the online store

The Disclaimer
Every business is unique. While our general approach and strategy used with Andrew Martin may be effective with other brands, there is not a one-size-fits-all strategy for managing a Facebook Page. To add value to you, we’ve included tips within our case study. If you are a social media marketer, the case study offers a few ideas to take note of and consider implementing in your approach, and that if you are a business owner, these results should inspire you to take the steps towards hiring a professional agency to manage your social media.
FACEBOOK MARKETING

GENERAL FACEBOOK PAGE STRATEGY

- 17 Posts per week including the ff:
  - Promotional posts
  - Fashion and value added related posts
  - Entertainment, sports or other non fashion-related
  - Shares from other pages.
- Boost posts per week
- Post/Page Interaction within an hour
- Comment on 5 other pages per weekday
- Facebook Ads

CHALLENGES AND STRATEGIES

Challenge 1: Who’s the target audience?

As a new company, Andrew Martin did not have an adequate number of sales to clearly define the customer demographics. Therefore, we relied on market research to develop the first target audience. It created a unique challenge because without a defined customer base, Facebook pages can take 6-8 months to develop a community with consistent engagement, and organic click-through website traffic that leads to sales.

Strategy 1:

Research covering our client and within the industry helped to pinpoint an initial target audience in the 45-65 age range with an income over 75k. We used that as our base, and then targeted the buying habits and lifestyle interests of that group to develop a more targeted audience.

Who do you pick now?

For example, the research said the NBA should be popular with our audience. To test that theory, we posted the graphic below before game 6 of the NBA Finals.

It’s an eye-catching image with recognizable figures. The text is simple: “Who do you pick now?” We boosted it for $10 to our target audience’s age range and income, NBA, and an interest in men’s fashion and exotic leather. Our goal was an engaging post to drive potential buyers to the page, and to see who responded. After paying close attention to the demographics of the people who liked and commented on the post, we used that date to adjust our strategy and future content to better serve and attract that audience.

After 115 comments and 32 shares, we were able to learn a lot about this new target audience.
Challenge 2: What is the brand voice?
Because Andrew Martin was a new business, it didn’t have a established brand voice. We needed to create it.

Strategy 2:
We started with a general, but professional brand voice and used posts like the NBA example to learn more about how our audience communicates before adapting.

For example: We learned that our audience responded well to a bit of jabbing back and forth, similar to responding to a guy sitting at a bar having a beer right next to you. Over a few months, we developed a consistent brand voice with personality and humor, but always remained professional. Generic or overly formal replies don’t resonate with the Andrew Martin audience.

In the photo, a gentlemen replied to a post and hints at an objection over the price point of the belts. It would be easy to dismiss his comment as a negative comment, but we crafted a reply that addressed his comment and defended the brand in a lighthearted way.

This resulted in the individual replying again, complimenting the brand, and asking where he can purchase our belts. In just one reply, we were able to turn someone who seemed entirely disinterested in the brand into a potential buyer.

THE RESULTS
(Results in 8 months, from 2/1/16 – 9/30/16)
Objective 1: Grow an Audience.
Results:
6,700 Facebook Fans in 8 months
Average New Fans Per Month: 837

Objective 2: Grow a Brand Presence
Results:
Over 2,400 engagements last month
700% increase (from month 1)
Engagements Per Post: 45
Engagement increased over 1,000% (from month 1)
Average Reach Per Day: 5,429
2,500% increase (from month 1)

Objective 3: Increase Sales
Average Monthly Sales increased 161%

ARCH OVERCAME EVERY OBJECTIVE WITHIN 8 MONTHS THAT LED TO THE CLIENT BECOMING ONE OF THE LARGEST AND FASTEST GROWING BRANDS ON FACEBOOK IN ITS INDUSTRY.
ARCH created a holistic Facebook presence for Andrew Martin and used Facebook Ads as the main source of identifying new customers and driving sales through the online store.

Through a series of exploration ads ARCH tested demographics, interests, behaviors, and Facebook ad formats. Here's what we learned.

**DEMOGRAPHICS & PLACEMENT**

- Customers in the 45-65+ Age were 60% more likely to click and engage with ads
- Customers in the 65+ age group were 200% more likely to convert to sales
- Ads delivered on Mobile had .94% higher CTR than ads delivered on desktop
- Ads delivered in Single Image format had .2% higher CTR than ads delivered in Carousel Format

**INTERESTS & BEHAVIORS**

- Fathers were 38.1% more likely to be interested in a belt
- Men with online shopping behaviors displayed a 26.23% less chance of clicking on an ad
- Men with interests in other high end luxury brands were 14.35% more likely to click

  - Specific Breakdown of Luxury Items:
    - High end Sunglasses – 50% higher
    - Designer Hats – 19.7% higher
    - Competitors Belt Brands – 19.3% higher
    - Designer Shoes – 15.43% higher
FACEBOOK ADS

THE RESULTS

The three main areas of success we tracked for our client are increased Site Traffic, Total Sales, and ROI on Facebook Ad Spend:

Results Breakdown – ARCH started with Andrew Martin in March of 2016

Site Traffic:
- February visitors: 596
- August visitors: 2,639
- 342.7% increase

Total Sales:
- Average Sales 2 Months Prior to ARCH: $2700.65
- Sales in August: $7052.44
- Increase: 161%

ROI on FB Ad Spend:
- Sales in August: $7052.44
- Facebook Ad Spend: $1579.55
- 346% ROI in August

WITH THE USE OF A COMPREHENSIVE FACEBOOK MARKETING & ADS STRATEGY, ANDREW MARTIN SURPASSED THEIR SALES GOALS AND CONTINUES TO GROW THEIR BRAND AND SALES ONLINE THROUGH PARTNERSHIP WITH ARCH. ANDREW MARTIN NOW BETTER UNDERSTANDS THE BASE OF THEIR CUSTOMERS AND WHAT TYPES OF CONTENT, INTERESTS AND BEHAVIORS UNITE THEM.