

Just Beats (Pacha London) - Case study

Overview

Just Beats have been successfully running monthly events at Pacha London for the past 2 years. They are aiming to grow their fan base in 2011 through social media portals, and increase traffic to the website and Facebook Pages. Brandmovers were asked to devise and run the social media campaign and advertising campaign.

Context and creative

We took over management of the Facebook page, created a custom tab which had the latest flyer with a share tool, a newsfeed post tool and a call to action to Facebook's 'Like' functionality. We also had a Facebook 'like' box created on the Just Beats website which allowed fans to join the Page from the website.

Target market

We created a targeted campaign aimed towards fans of clubbing and house music, we specifically targeted fans of certain DJ's that Just Beats had on their line-up as well as targeting other promoters similar to Just Beats.

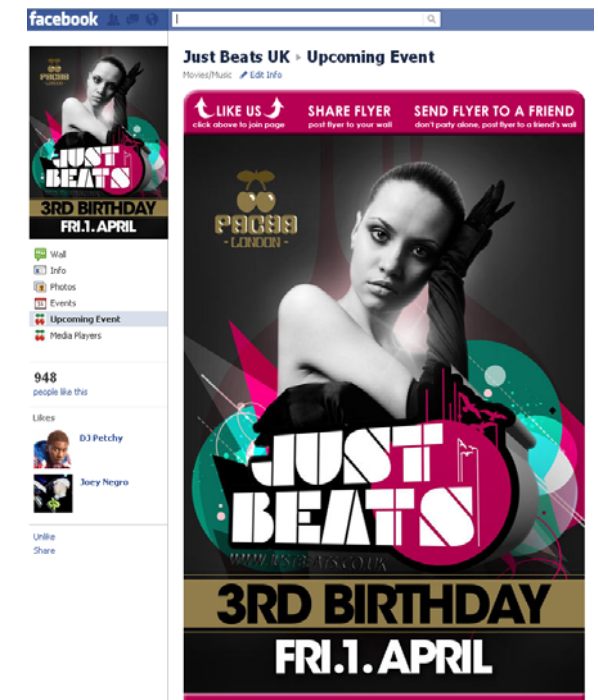
Adverts

We had 4 adverts running simultaneously with 2 different creatives. However, each advert had different destinations with 2 directing you to the website and 2 to the Facebook Page. We continuously tweaked the ads making better use of more successful ads. We posted updates from the website on Facebook and Twitter including links to videos, tracks, news and event updates.

Results

- Increase in active **users** of **234%**
- New Page **Likes** or fans up **341%**
- Page **views** up **311%**
- Newsfeed impressions up **237%** to more than **5,000**
- Ad user conversions **360%** higher than a traditional online campaign

Total ad impressions: **716,538** which generated 405 direct customer interactions and 43 direct online sales attributing a direct **500% return on investment**.



If you have an idea for a campaign, or need one! Call us today...

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