



Retailer Generates
10,000 Inbound Calls
through Reputation.com's
Social Media Managed Services

Reach via Highly-targeted
Facebook Ads:

15M+

Facebook Page Likes:

2016	2017
0	3,000+

Click-Throughs from Advertising:

545,000

Overview

Social media is an essential part of a successful marketing strategy. In fact, over 70% of consumers are likely to purchase an item based on social media referrals.*

But managing it can be very resource-intensive. For enterprises with multiple locations, keeping up with comments, content and advertising outreach can be costly, inconsistency and inefficient.

Challenge

This national retailer with hundreds of locations across 48 states wanted to have a strong online presence and keep its locations engaged with local buyers via social media. However, they:

- Had no Facebook pages for their locations
- Lacked internal resources to manage social outreach or advertising
- Were not generating leads or conversions from Facebook ads as expected
- Had very little website traffic

* SocialMediaToday

Solution

Reputation.com provides expert social media support to help businesses scale social media campaigns that are tailored to local communities.

Reputation.com provided:

- ✓ Content creation and publication of the company's Facebook pages
- ✓ End-to-end community management — continuous monitoring, responding and moderation
- ✓ Actionable, engaging and efficient ad campaigns
- ✓ Ongoing optimization — campaign refinement leveraging advanced demographic and behavioral data

Results

Our approach helped this national retailer achieve impressive results in under a year:

- ✓ Grew Facebook page likes from zero to more than 3,000
- ✓ Reached over 15 million potential customers with highly targeted Facebook ads
- ✓ Prompted more than 545,000 click-throughs from social advertising
- ✓ Generated over 10,000 calls to their locations

About Reputation.com

Reputation.com delivers the category-leading Online Reputation Management platform for large organizations with thousands of locations. We help companies monitor review sites, generate more representative ratings, and drive recurring visits, traffic and revenue.

For more information, visit us at reputation.com.

Request a Demo

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