

Client Success Story Facebook Marketing Case Study

Overview & Challenges:

Motorcycle accident attorneys from 1-800-Motorcycle have been looking to expand their branding across the states. They needed to find a platform to establish a reputation among the biker community and drive relevant traffic to their website.

Problem:

Lack of Brand Awareness and low-quality website traffic

Default Channel Grouping		Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		16,198 <small>% of Total: 100.00% (16,198)</small>	77.31% <small>Avg for View: 77.29% (0.02%)</small>	12,522 <small>% of Total: 100.02% (12,519)</small>	87.04% <small>Avg for View: 87.04% (0.00%)</small>	1.23 <small>Avg for View: 1.23 (0.00%)</small>	00:00:38 <small>Avg for View: 00:00:38 (0.00%)</small>
<input type="checkbox"/>	1. Direct	8,763 (54.10%)	65.59%	5,748 (45.90%)	90.03%	1.17	00:00:43
<input type="checkbox"/>	2. Display	2,749 (16.97%)	94.36%	2,594 (20.72%)	93.89%	1.08	00:00:05
<input type="checkbox"/>	3. Referral	1,482 (9.15%)	93.32%	1,383 (11.04%)	89.54%	1.16	00:00:21
<input type="checkbox"/>	4. Social	1,365 (8.43%)	92.82%	1,267 (10.12%)	89.30%	1.14	00:00:19
<input type="checkbox"/>	5. Organic Search	915 (5.65%)	83.50%	764 (6.10%)	57.49%	1.91	00:01:29
<input type="checkbox"/>	6. Paid Search	915 (5.65%)	82.73%	757 (6.05%)	60.44%	1.88	00:01:34
<input type="checkbox"/>	7. (Other)	9 (0.06%)	100.00%	9 (0.07%)	44.44%	1.00	00:01:43

Goal:



Social
Engagement



Website
Traffic



Bounce
Rate



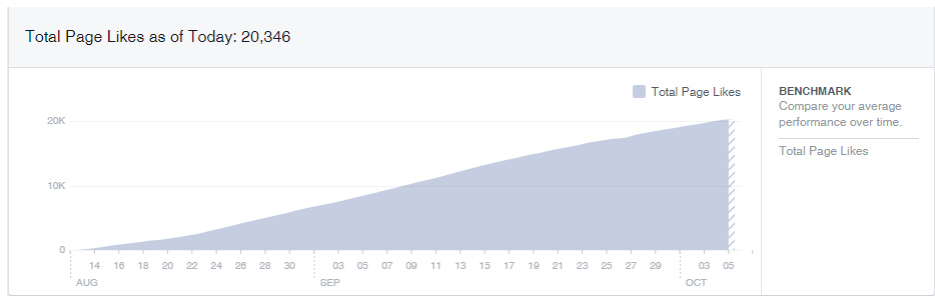
Campaign Strategy:

- Use Facebook ads and curate page posts in order to capture the audience's attention and build a loyal community
- Use content marketing tactics by serving ads that provide helpful articles from the client's website
- Curate, post and engage on the Facebook page
- Determine what type of content resonates best with this demographic and optimize posts based on that research

Campaign Results:

Facebook Page – Community Building

- Combined FB Advertising with content research/curation
- 2,000 New followers in the first week of the campaign
- 20,000 New followers in the first 50 days of the campaign



Facebook Page – Engagement via Content Curation

- Studied competitor and complement pages to see what type of content resonated best with the target audience (bikers)
- Engagement Rate: 78.94%*
- Average engagement per post: 797*

✔ Engagement Rate: 78.94%

The Engagement Rate is calculated by taking the total PTAT (people talking about this) and divide by the total number of likes. Your Engagement Rate is 78.94 % which is really good!

✔ Likes, Comments & Shares per post: 797

On average, your posts get 797 likes, comments and shares. Seems like you're really good at engaging your followers. Sweet!

Facebook Page – Engagement through Content Curation

- Studied competitor and complement pages to see what type of content resonated best with the target audience (bikers)
- Engagement Rate per post: 15%
- 15% of the total people reached engaged in the post
- Average engagement rate per post of all FB pages is 1% and below*



Facebook Page – Engagement through Content Curation

- Studied competitor and complement pages to see what type of content resonated best with the target audience (bikers)

1-800-Motorcycle
September 3 · 🌐

The Superbowl commercial you didn't see from Harley Davidson.



02:56


121,621 people reached Boost Post

127 Likes 12 Comments 178 Shares

Like Comment Share

1-800-Motorcycle
Published by That Company [?] · September 20 at 11:24am · Edited [?] · 🌐

A chopper faucet!



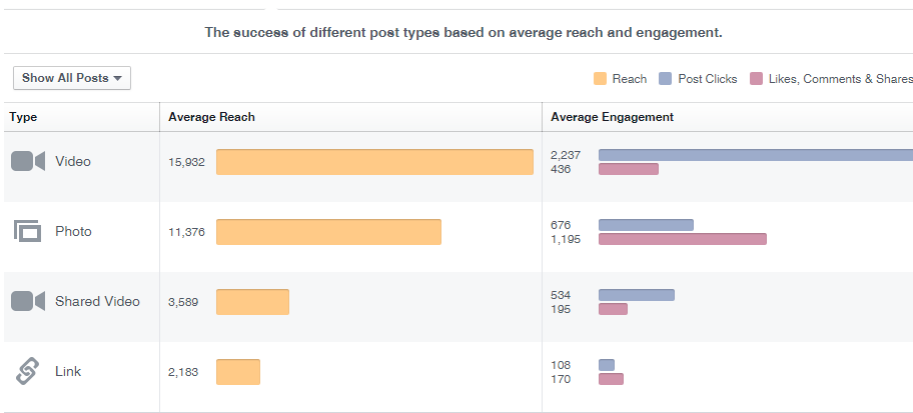
310,014 people reached Boost Post

1.5k Likes 113 Comments 5.1k Shares

Like Comment Share

Facebook Page – Reach

- Average reach by post type



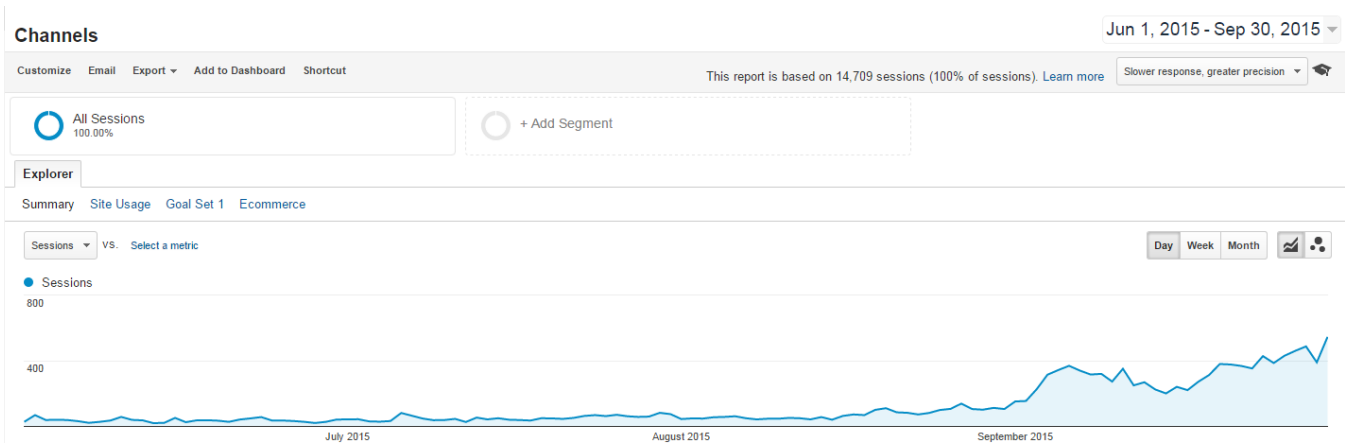
Website Traffic

- Used FB ads and content marketing tactics to drive relevant traffic to client website



A screenshot of a Facebook post from the page "1-800-Motorcycle". The post is dated September 18 at 3:16pm. The text of the post reads: "Steps YOU can take to help avoid getting in a motorcycle crash while riding." Below the text is a photograph of a motorcycle in motion on a road. Underneath the photo is the title "How To Reduce The Risk Of Being Injured While Riding A Motorcycle" and a short excerpt: "Andrew Kase, motorcycle accident lawyer, discusses important ways to reduce...". There is a "Learn More" button. Below the post content, it shows "84,353 people reached" with a progress bar and a "Boost Post" button. At the bottom, there are interaction options: "Like", "Comment", and "Share". It also shows "Rich, John, Larry and 433 others like this." and "381 shares".

Website Traffic

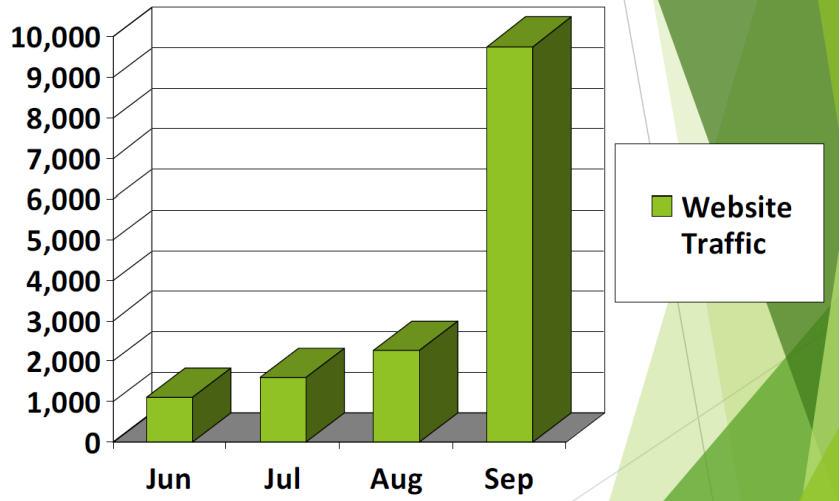


Campaign Results

Website Traffic

- ▶ June: 1,099 sessions
 - ▶ 37 visitors per day
- ▶ July: 1,590 sessions
 - ▶ 51 visitors per day
- ▶ August: 2,263 sessions
 - ▶ 73 visitors per day
- ▶ September: 9,757 sessions
 - ▶ 325 visitors a day
 - ▶ 52.33% from Social

778.38% Increase



Campaign Results

Website Traffic Quality

- ▶ June:
 - ▶ Bounce Rate: 74.44%
- ▶ July:
 - ▶ Bounce Rate: 76.60%
- ▶ August:
 - ▶ Bounce Rate: 60.80%
- ▶ September:
 - ▶ Bounce Rate: 40.09%
 - ▶ Bounce Rate from Social: 14.88%

34.45% Decrease

