



How Appliances Online used Facebook to achieve a 60% boost in branded search traffic, directly resulting in a 58% increase in sales driven by branded search.

Goals

- Increase brand awareness and trust.
- Build a community, increase fans and drive advocacy.
- Increase sales on the Appliances Online website.

Approach

- Appliances Online created a vibrant Facebook community by posting engaging content, promoting contests and encouraging engagement with the brand. Facebook Ads & Sponsored Stories and apps then amplified reach, raised awareness and boosted sales.
- First Appliances Online created an informative Facebook Page, developing an active online community and inviting customers to share stories about their purchasing experiences.
- Appliances Online regularly posted new content including competitions and prize draws for free appliances.
- Company spokespeople publicly engaged with customer comments and queries, fostering a sense of personalised service.
- To capitalise on positive feedback, a customised widget pulled enthusiastic reviews posted onto the company's Facebook timeline, then reposted them back on its website in a 'Comments that Made us Smile' feed.

Pages

Approach

- Technology
 - Appliances Online built customised apps to maximise the interactivity of its competitions.
 - Using the "StickyTacs" platform, Appliances Online embedded Facebook apps allowing people to participate in contests from both desktop and mobile.
 - Integrating the Facebook Facepile plug-in on the company website created a social aspect, sharing information about which friends liked and interacted with the brand.
- Ads
 - A Facebook advertising campaign raised awareness and reached new potential fans and customers.
 - Page post ads featuring new content from the Appliances Online Page appeared in fans' news feeds.
 - To amplify reach, each time a fan interacted with an ad, a sponsored story displaying their name appeared in their friends' news feeds inviting them to like the brand.
 - To efficiently scale its Facebook activity, Appliances Online leveraged the Alchemy Social Ads API to create 50 audience segments and targeted them with appropriate content. This auto-optimized the campaigns for near-real-time cost-per-acquisition (CPA).



Facebook Page

“Facebook allows us to communicate the Appliances Online message of amazing service at outstanding value directly to our customers and then amplify it to our prospects, with a reach that cannot be achieved with any other media.”

John Roberts, CEO & Founder Appliances Online

More than 631,000 people recommend
Appliances Online on Facebook

Click here to personalise your experience or visit us on facebook

Comments that made us smile this week



Carol: "Ordered washing machine Saturday afternoon, arrived Monday 7.30 am. Text me at 7.00 am with delivery details. Amazing service!" read more...

View all our feedback on facebook



'Good news feed' widget located on Appliancesonline.co.uk

Appliances Online
Sponsored · 🌐

Enter here: <http://bit.ly/EluxWin> and you could WIN a £500 Electrolux Oven/Cooker. Don't forget to LIKE and tell us what is your favourite Christmas dish..

Like · Comment 37.1K 2.4K

Sponsored Page Post Ad in mobile news feed

“Facebook creates brand trust for Appliances Online by helping us personalise the customer journey in an unprecedented way. We want every visitor to the Appliances Online website to see at least one Facebook friend who has bought from us or recommended us before. The positive effect on sales conversion on our website was substantial.”

Yossi Erdman, Social Media Manager, Appliance Online

Results

- **60% uplift in branded search traffic** with searches for “Appliances Online” via search engines increasing in direct correlation with growth in Facebook fans.
- **58% increase in sales** from branded searches, with branded search traffic converting at 2X the rate as before the Facebook campaign.
- **500,000 new fans** added in a five-month period.
- **10% uplift in conversion** on Appliances Online website after adding Facepile functionality.
- **15% uplift in conversion** after activating the ‘Comments that Made us Smile’ feed.
- Named as most engaging brand on Facebook in the U.K. in Social Bakers’ Social Media Report for August 2012 and remained in top 5 for the rest of 2012.

Appliances Online is the largest online kitchen appliances retailer in the U.K. It was founded in 1999 and offers next day delivery 7 days a week and at the lowest possible prices.

Facebook.com/ [AppliancesOnline](https://www.facebook.com/AppliancesOnline)