

Ace Hardware

Company Background

Ace Hardware has some 4,400 hardware stores across the United States as well as an e-commerce site. Horizon Media is the largest independent media company in the United States and handles Ace's strategic planning and media buying. For Ace's Facebook campaign, Ace worked with SocialTyze, a Hermosa Beach, California-based performance agency that runs social media advertising campaigns for companies in industries ranging from media to retail.

Objective

With Spring being a key time for people to tend to their homes and gardens, there are a lot of reasons for consumers to visit Ace Hardware. Working with Horizon Media, Ace wanted to reach these consumers as the season began and find ways to efficiently message them throughout its duration. Ace asked Horizon to recommend a plan targeting Facebook's large user base. Horizon recommended a campaign on Facebook to take advantage of the site's broad reach and ability to target and customize messaging. Horizon chose to work with SocialTyze to develop a campaign that would allow for flexible, robust testing and optimization against multiple targets and messages.

Facebook offered an opportunity to capitalize on viral impressions as people on Facebook can receive status updates when their friends interact with ads. The overall aims of the campaign were to use a coupon to build the brand's audience base, create brand evangelists, and drive traffic to the Ace Hardware Facebook Page – the free

Facebook Executive Summary

Client:



Agencies:



Objective: Increase user connections to the Ace Hardware Facebook Page and form an online community for the brand.

Solution: Offering discounts on Ace purchases to users that clicked to 'Like' the company Page

Key Lessons:

- Ace Hardware was able to energize its Facebook Page with a strong call-to-action, and to increase the number of user connections to the Page nearly threefold as a result
- The company was able to take advantage of Facebook's targeting data to reach its core demographic and broaden its fan base

“This campaign showed an immediate return, both in the growth of our fan base and in sales resulting from the coupon. Consumers and their purchases. The value is still proving out with the fan base activity to this day.”

Mark Lowe, eCommerce Marketing and Digital Manager, Ace Hardware

public profile that enables companies to share their business and products with Facebook users on an ongoing basis.

Approach

Ace ran several different ads over a seven-day period from April 4 to April 10. One of its most successful calls-to-action was a chance for any Facebook user to get an e-coupon for \$10 off a \$50 purchase at Ace, provided that he or she connected with the Ace Hardware Page by clicking to 'like' it. Ace used keywords to target active consumers interested in home maintenance and repair. When working with Ace Hardware, "we stressed Facebook's massive reach, but also targeting the right people within that membership," says John. "Then we stressed the viral impressions," he adds, referring to the fact that when Facebook users connect with a company's Page, their friends on Facebook are notified that they 'like' the Page. "Once you get someone to click, his/her interactions become viral," explains John.

John emphasizes that adding user connections to a corporate Facebook Page allows companies to create a lasting and valuable resource. "When you build a fan base, you also build a database that you can communicate with on an ongoing basis," he says. Additionally, John highlights Facebook's detailed analytics, which provide information on user demographics, location and response to advertising in an anonymized and aggregated fashion. This allows companies to "gain a better understanding of who their customers are and how they're interacting with ads, in a way that enables companies to learn more about their customers than they could through other digital media."

Ace Hardware



HGTV fans: Check out the Ace Hardware fan page and get a coupon for \$10 off a \$50 purchase thru April 12th. Become a fan here!

John Bohan likes this.

Like

Ace Hardware



Love Plumbing? Ace is the place to help spruce up your home this spring. Become a fan to get \$10 off a \$50 purchase!

John Bohan likes this ad.

Like

Ace Hardware




Love Gardening? Let Ace provide you with helpful lawn and garden advice. Fan here to save big during Ace's Spring Spruce Up Sale!

John Bohan likes this ad.

Like

Ace Hardware



You love Painting. Now find everything you need to help maintain your home. Become a fan for a \$10 off \$50 coupon and let Ace help you!

John Bohan likes this.

Like

"There was a concern that if we offered a coupon, people would come and leave. We were happily surprised by the amount of activity on the Page and the insight we got about our consumers and their purchases. The value is still proving out with the fan base activity to this day."

Kimberly Stukel,
Senior Media Analyst at Ace Hardware.

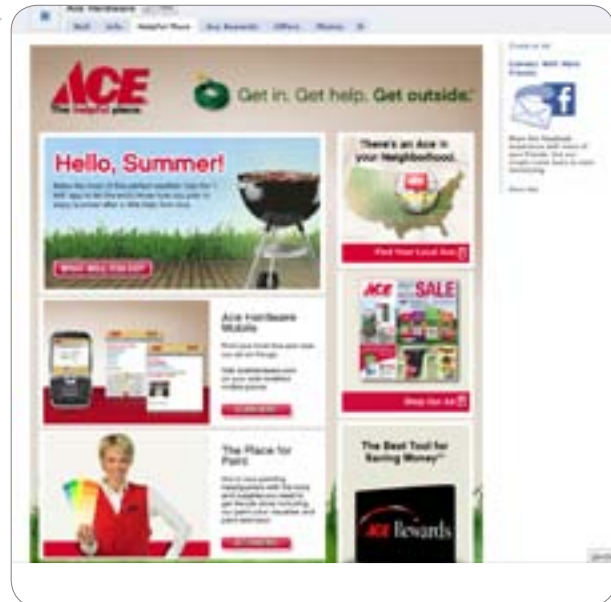
Results

- The Facebook campaign grew the number of connections to Ace Hardware's Page by 132 percent in four days—from 20,000 to nearly 50,000 connections
- The Facebook campaign generated approximately 50,000 relevant clicks to Ace Hardware's Facebook Page
- In a sign of the increased engagement with the Ace Hardware brand, the number of posts by Ace Hardware fans on the company's Facebook wall – the area on a Facebook Page where users can ask questions or leave comments – grew by 900 percent

The Facebook campaign, John continues, has not only generated an enormous amount of traffic to Ace Hardware's Page but has also given users a forum to express their loyalty and enthusiasm for the brand. "When you compare something like this versus a campaign in traditional digital media, it just blows it away," says John. "That's another factor that makes Facebook campaigns so amazing: you can capture word-of-mouth marketing."

The Future

Horizon believes there's a deep well of opportunity for marketers within social networking, particularly on Facebook. Agencies like Horizon and SocialTyze are going to strive to remain at the forefront of marketing practices that tap into the richness of social media. Marketers are using the social avenue to grow engagements between brands and consumers. Horizon says it's also allowing advertisers like Ace to efficiently test messaging and audience segments and use what they learn to inform other advertising and customer relationship management activities. As for SocialTyze, the agency plans to continue to act as what Bohan calls 'a conduit' between clients, agencies and Facebook's marketing platform, providing what he calls SocialTyze's 'value-add' through



Note: This campaign was executed for Ace Hardware through Horizon Media

customized, manually intensive processes that include significant optimization of dozens of ads per campaign, across hundreds of keywords. "I liken it to search-engine optimization," he says. "In terms of social media, there's Facebook and then there's everything else. Our feeling is, get your Facebook strategy down correctly. If you do, you'll probably nail 90 percent of the social media game."