

magento **live**
AUSTRALIA 2013



So how exactly do you make money with facebook?

*An award winning independent retailers real life example of how to
make \$7 000 on Facebook in just 3 hours.*

Amy Singe

Owner and Creative Director

Sterling and Hyde

@sterlingandhyde

The Grand Plan

- 1) 10% increase in online sales (new customers)
- 2) 15% increase in facebook fans
- 3) Customer reviews (for social proof)
- 4) Be innovative, involve customers in our business
- 5) Receive customer feedback to incorporate in product development
- 6) Get people talking about Sterling and Hyde

Results

Sold out - 50 handbags

\$7000 in 3 hours

75% new customers, 25% repeat customers

50 blog posts/customer reviews



"KELSEY TAUPE" by Julie

"ESME LIGHT GREY" by



"GABRIELLE TAN" by Carrie



Final Review

\$0 cost per acquisition

40% became repeat customers

20% referred new customers

10% blogged about our products on their blogs (SEO)

15% conversion rate lift from products with reviews

**So what road testing campaign
can you introduce for your
business?**

IE Agency

Dean Flynn

Facebook Stories from Real World Brand Interaction



**Australians spend
1 day a week online**

Facebook use per month:

- **7hrs 14 minutes**
 - **3 x Google & Ebay**
- **12 million active users**
- **75% access on mobile**

RUN UNLEASHED

04.05.13 SYDNEY
SHE RUNS 10K



Life cycle

TODAY'S FOCUS



Event Registration

Powered by Magento



1. CHOOSE ENTRY TYPE

 <p>\$85 ENTRY Train to finish your first 10K</p>	 <p>\$140 RACEPACK Train to finish your first 10K</p>
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2. SET YOUR GOAL

 <p>FINISH THE RACE Train to finish your first 10K</p>	 <p>SET A NEW PB Train on a weekly base of 20+ miles</p>	 <p>LEAD FROM THE FRONT Train on a weekly base of 30+ miles</p>
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3. MY GEAR

GET YOUR RACE SHIRT

 <p>TSHIRT</p>	 <p>SINGLET</p>
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XS **S** M L XL

GET YOUR SHOES FITTED

 <p>NIKE LUNAREGLIDE 4 Lightweight High support</p>	 <p>NIKE LUNARECLIPSE 3 Lightweight High support</p>	 <p>NIKE ZOOM ELITE Lightweight High support</p>
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6 6.5 **7** 7.5 8 8.5 9 9.5 10 10.5 11 11.5 12

SELECT WHEN TO PICK UP YOUR SHOES

Facebook Integration

Powered by Open Graph

Facebook ID captured at Registration



THANK YOU

We're so excited to have you as part of the gang. Get together with other friends running, push each other to achieve your goals and monitor your training progress, all through this app. Stay tuned to the Facebook page for updates of Nike training runs and other event information.

Enjoy the training, see you on the start line.

 [Print a copy of your registration details.](#)



I RUN UNLEASHED BECAUSE...

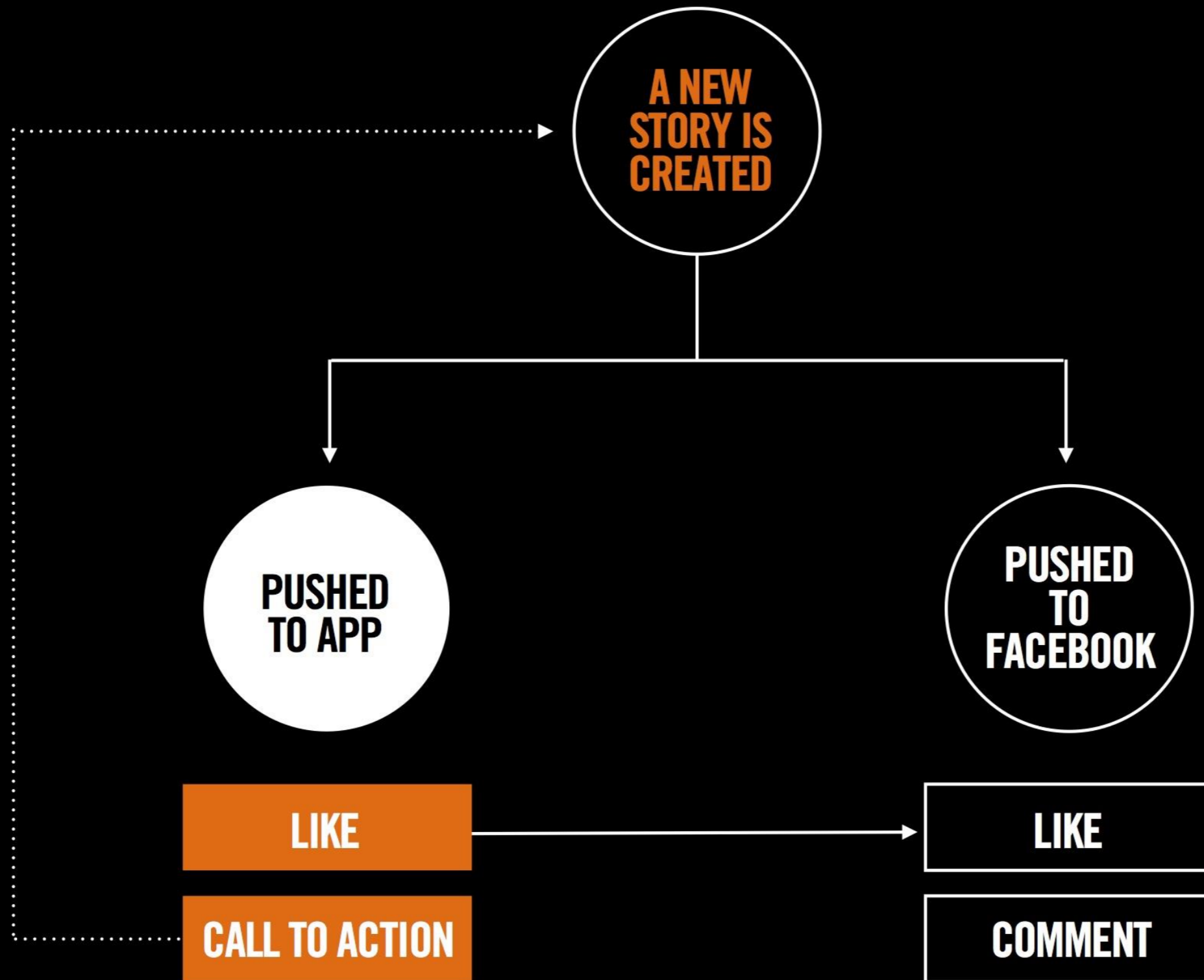
Tell us why you run unleashed



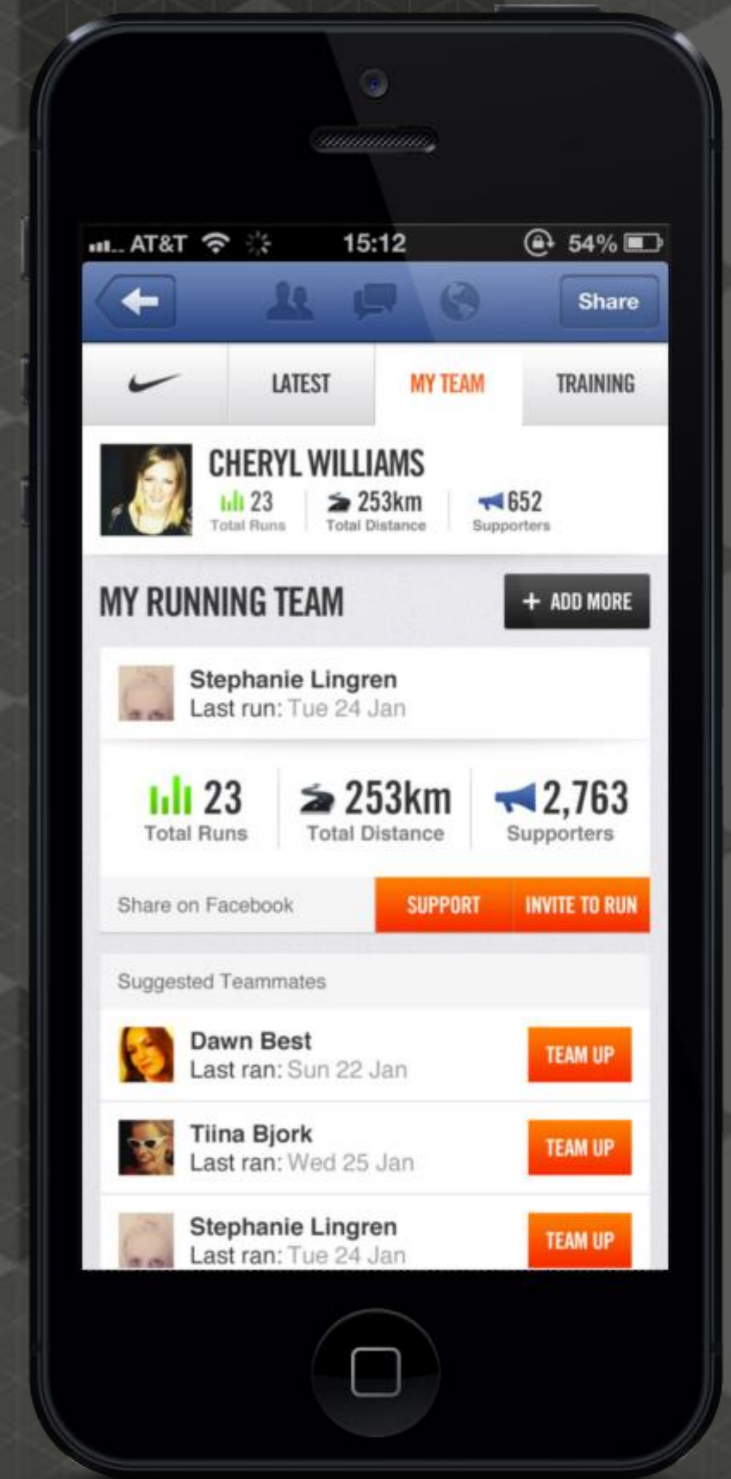
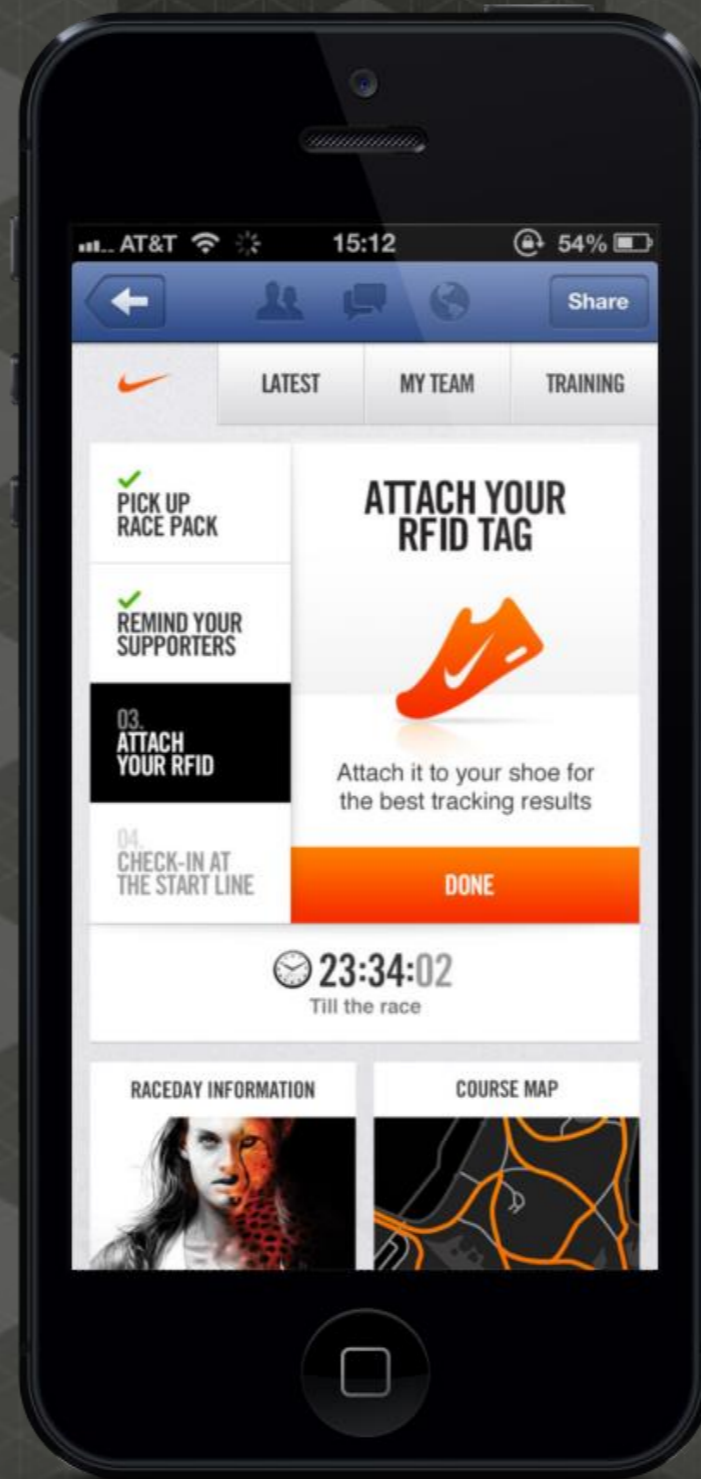
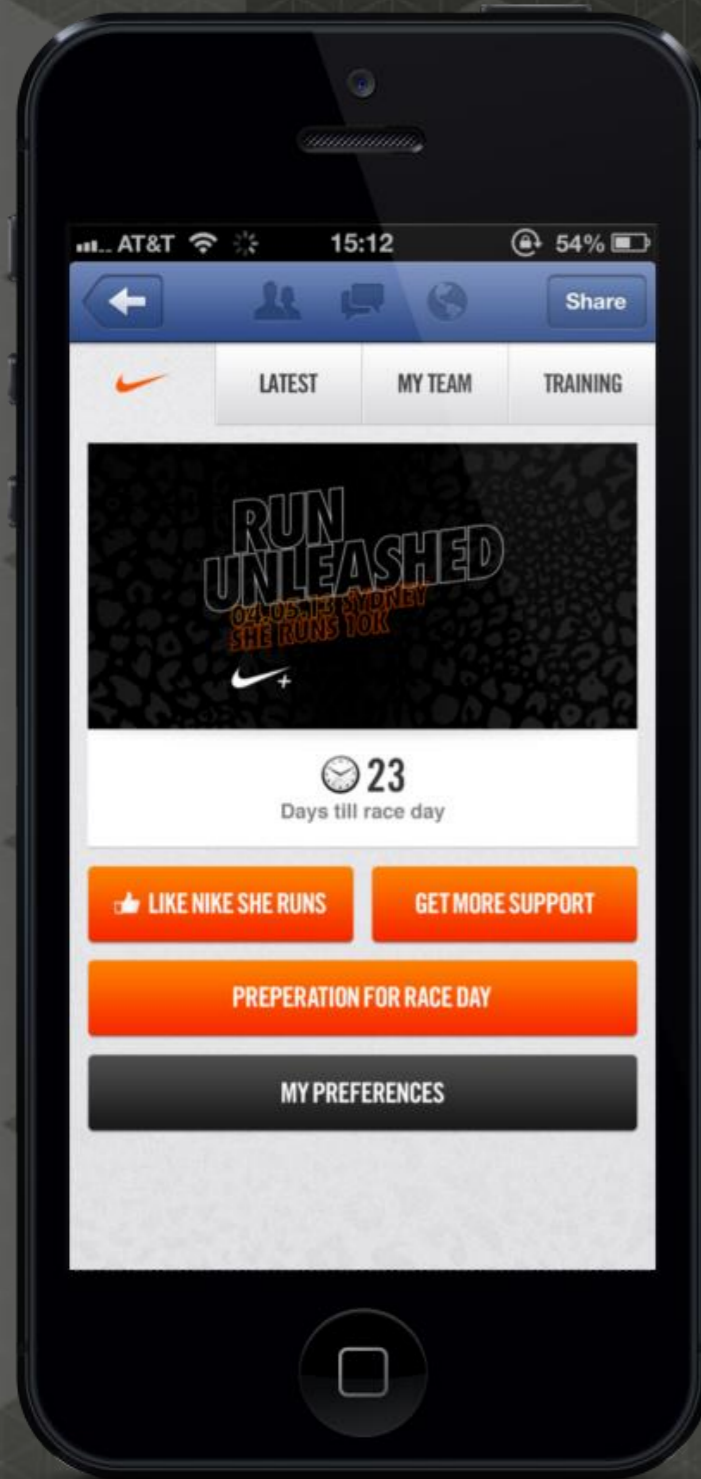
SHARE TO FACEBOOK

GO TO THE APP

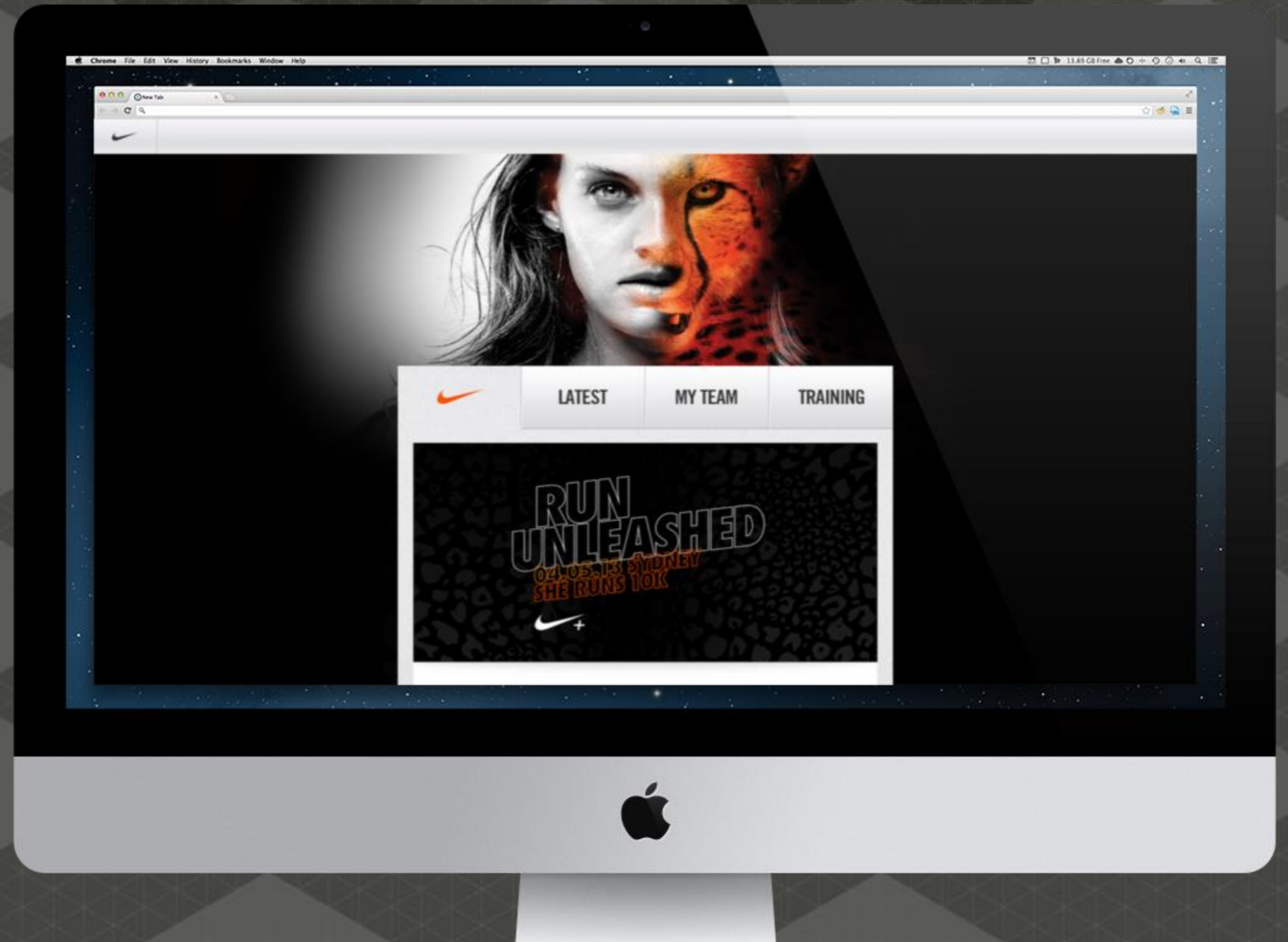
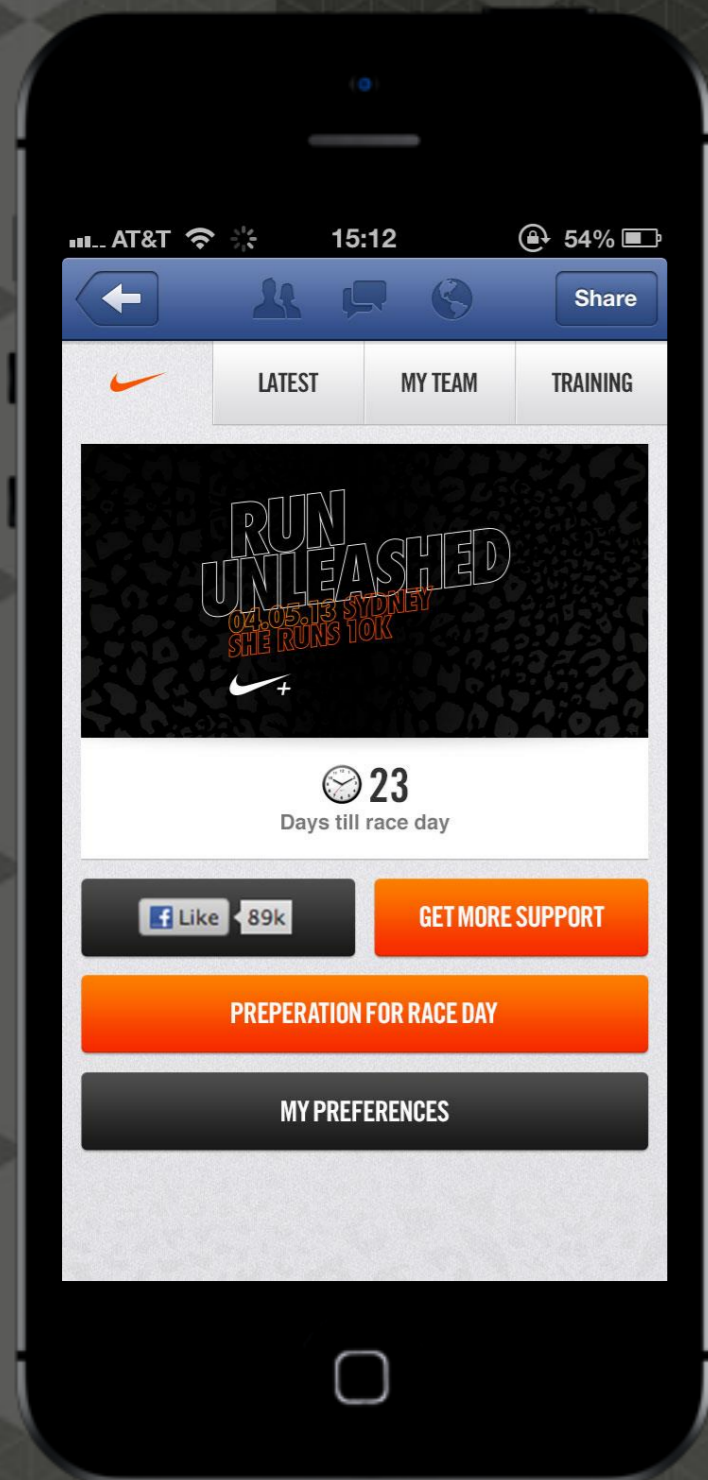
Use Facebook Stories to drive visitation & engagement

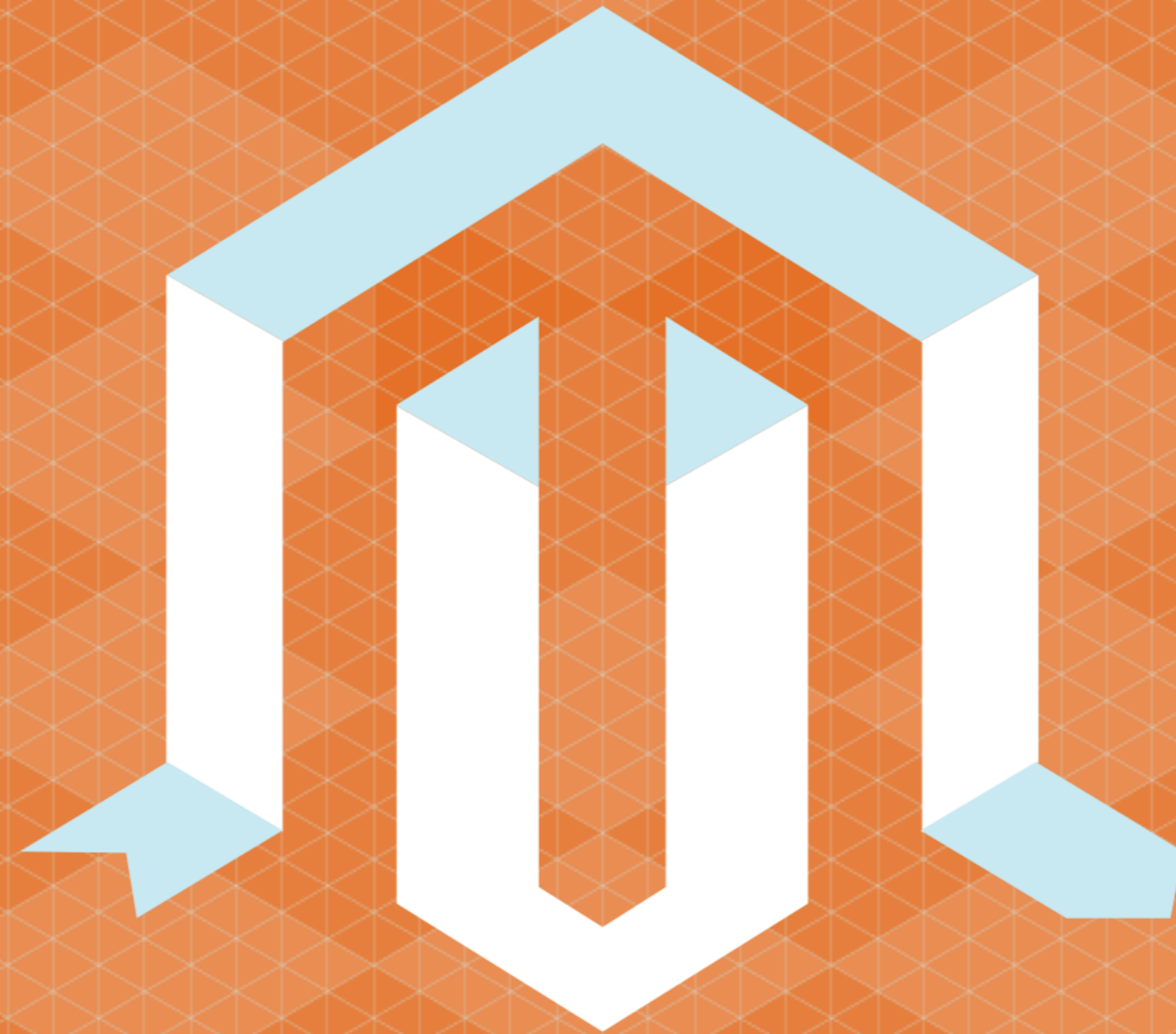


Mobile First Design



Responsive layouts





IE INTEGRATOR

A fully customisable Magento Integration extension

Magento System integration

Race day system integration

- Facebook Open Graph
- Nike+ API
- Resque Queuing System
- Race Timing System

RUN UNLEASHED

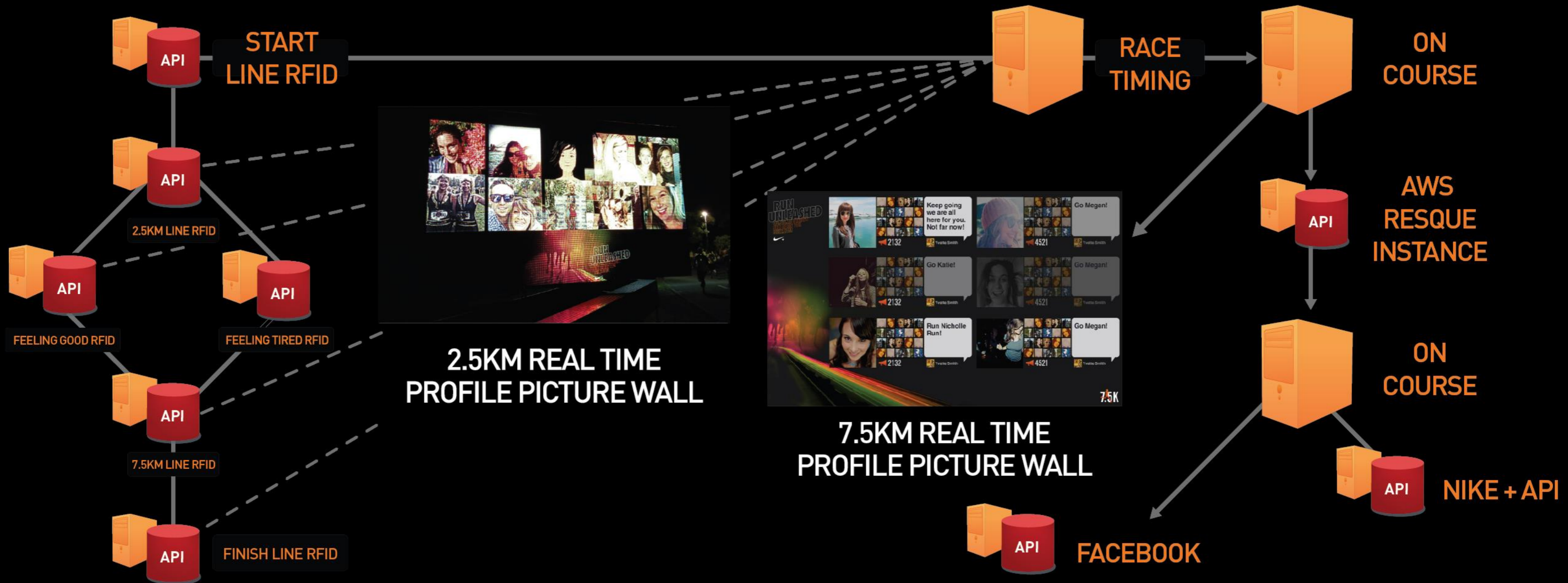
04.05.13 SYDNEY
SHE RUNS 10K
NIKE.COM



DRINK STATION

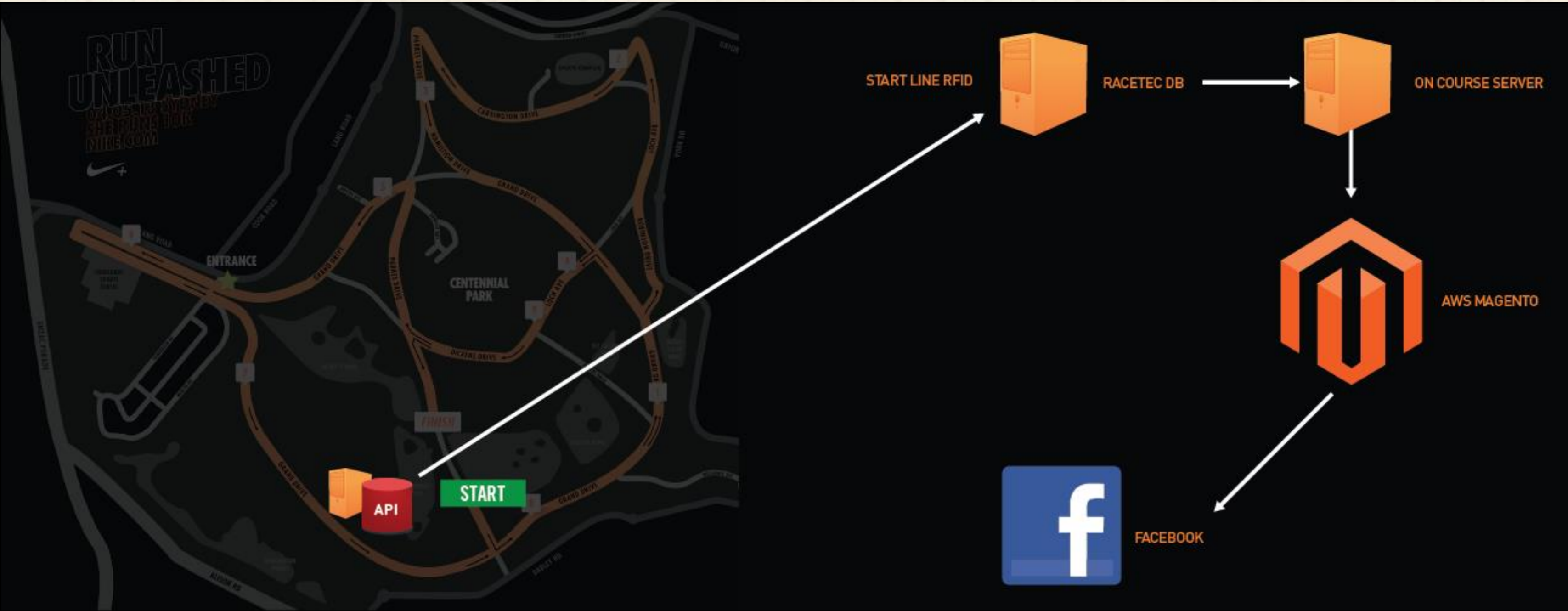
Race Day System

Real time events triggering Facebook activity




Race Day System

Start Line



Race Day System

Start Line

 Facebook Newsfeed



Liz Jones crossed the **start line** via **Nike**.




Nike She Runs 10k start line

Like or comment now to have your message of support displayed on the course as I run.

NIKE

about an hour ago · Nike

 Like  Comment  Share

 App Newsfeed



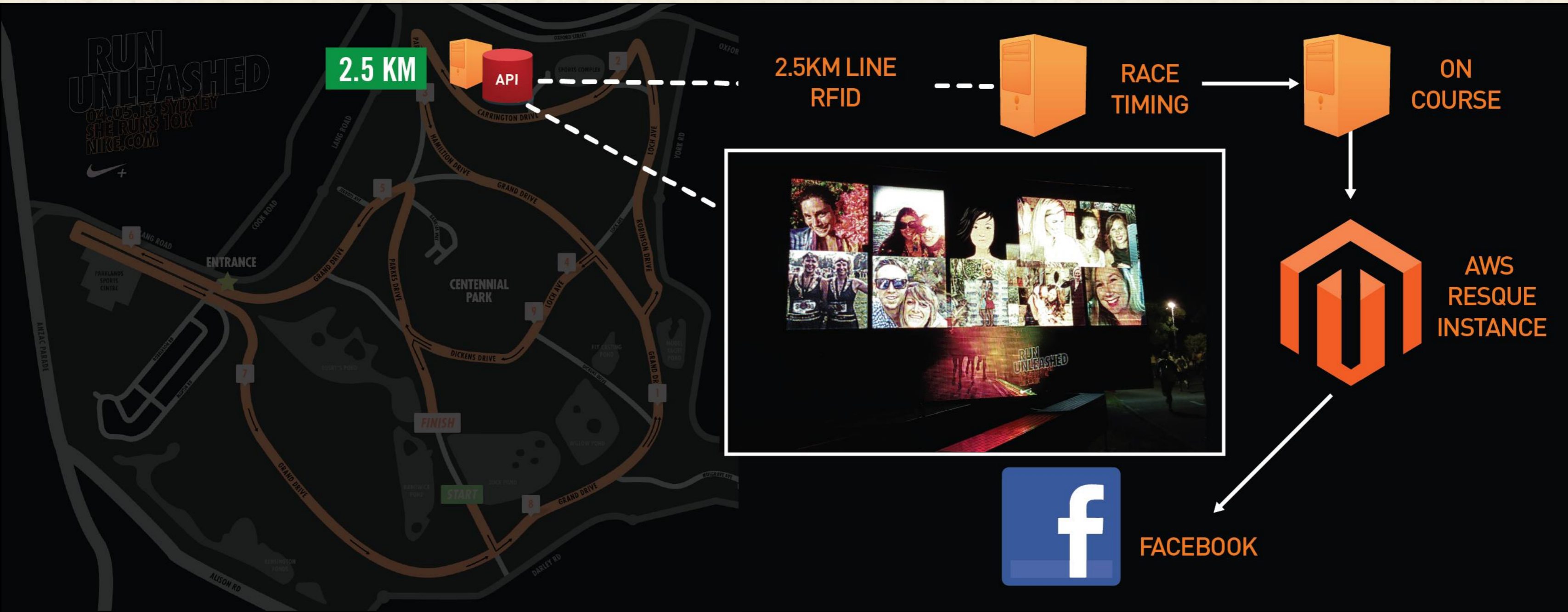
Liz Jones crossed the **start line**.

Share on Facebook

LIKE

Race Day System

2.5km Mark



“This was great! My face came up huge on the screen just as I was in front- GREAT timing!!!”

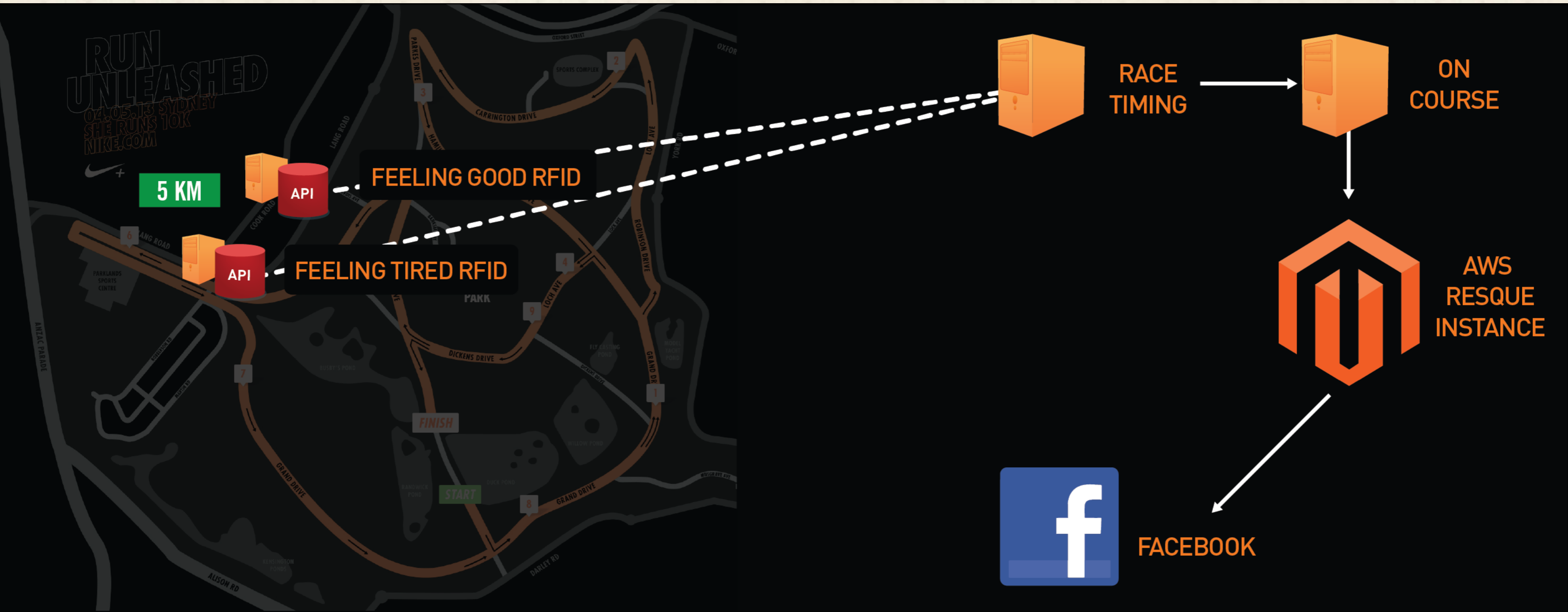
“I ran past as my pic was on the screen !!”

“...fame at last, bottom right pic woo x”

“Great night!! But please tell me, was it just a coincidence that when we ran past screen my friend also popped up? I got so excited to see her face”

Race Day System


5km Mark



Race Day System


Start Line

OPTION 1: "FEELING GREAT" MAT

 Facebook Newsfeed



Liz Jones crossed a checkpoint via Nike.






point – "I'm feeling great!"


Like or comment now to have your message of support displayed on the course as I run.

NIKE

about an hour ago · Nike


 Like  Comment  Share

OPTION 2: "NEED SUPPORT" MAT

 Facebook Newsfeed



Liz Jones crossed the 5km mark via Nike.





5km checkpoint – "I need support!"

Like or comment now to have your message of support displayed on the course as I run.

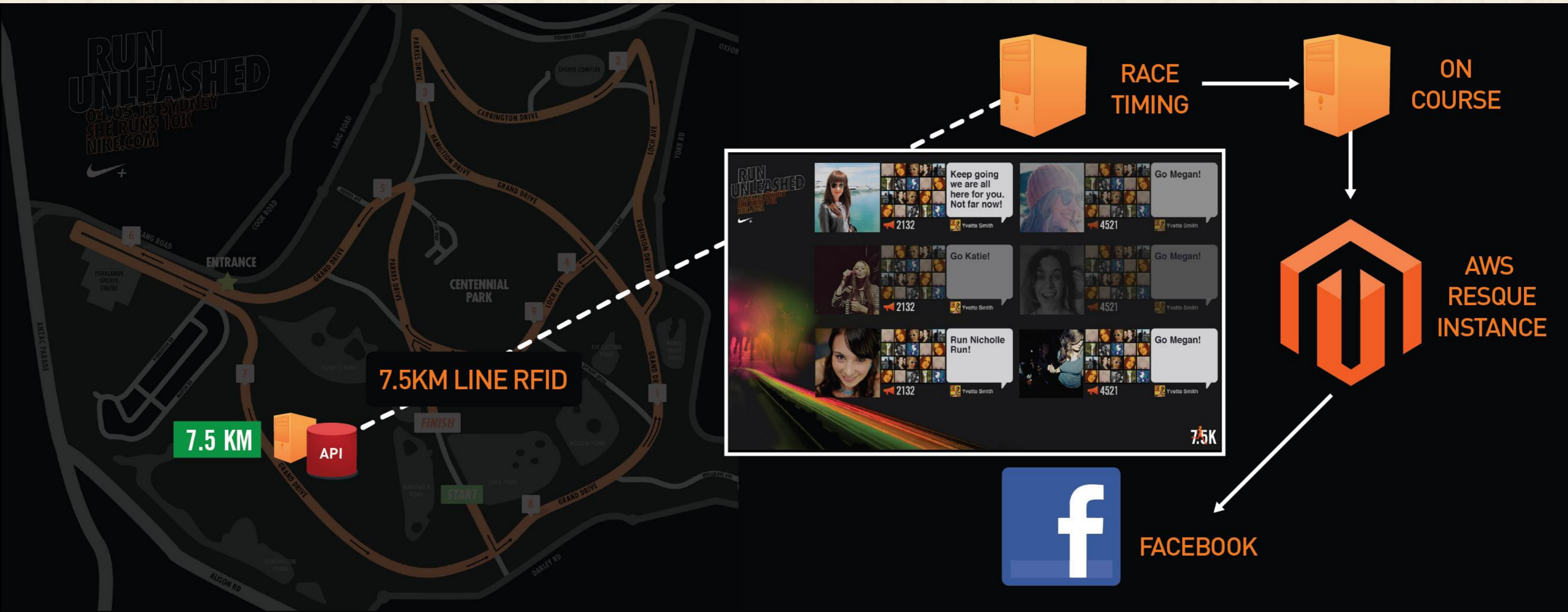
NIKE

about an hour ago · Nike

 Like  Comment  Share

Race Day System

7.5km Mark





 **2132**

Keep going
we are all
here for you.
Not far now!

 Yvette Smith



 **4521**

Go Megan!

 Yvette Smith



 **2132**

Go Katie!

 Yvette Smith



 **4521**

Go Megan!

 Yvette Smith



 **2132**


Run Nicholle
Run!

 Yvette Smith



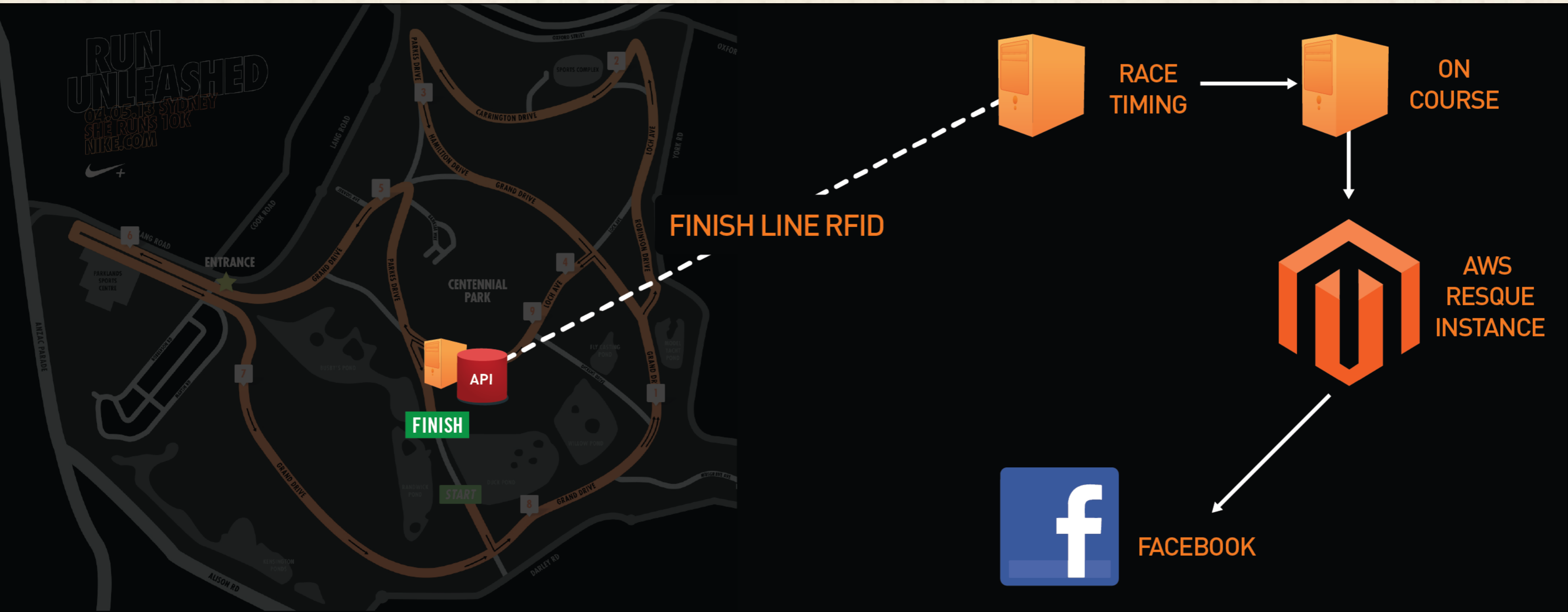
 **4521**

Go Megan!

 Yvette Smith

Race Day System

Finish Line



Race Day System

Finish Line

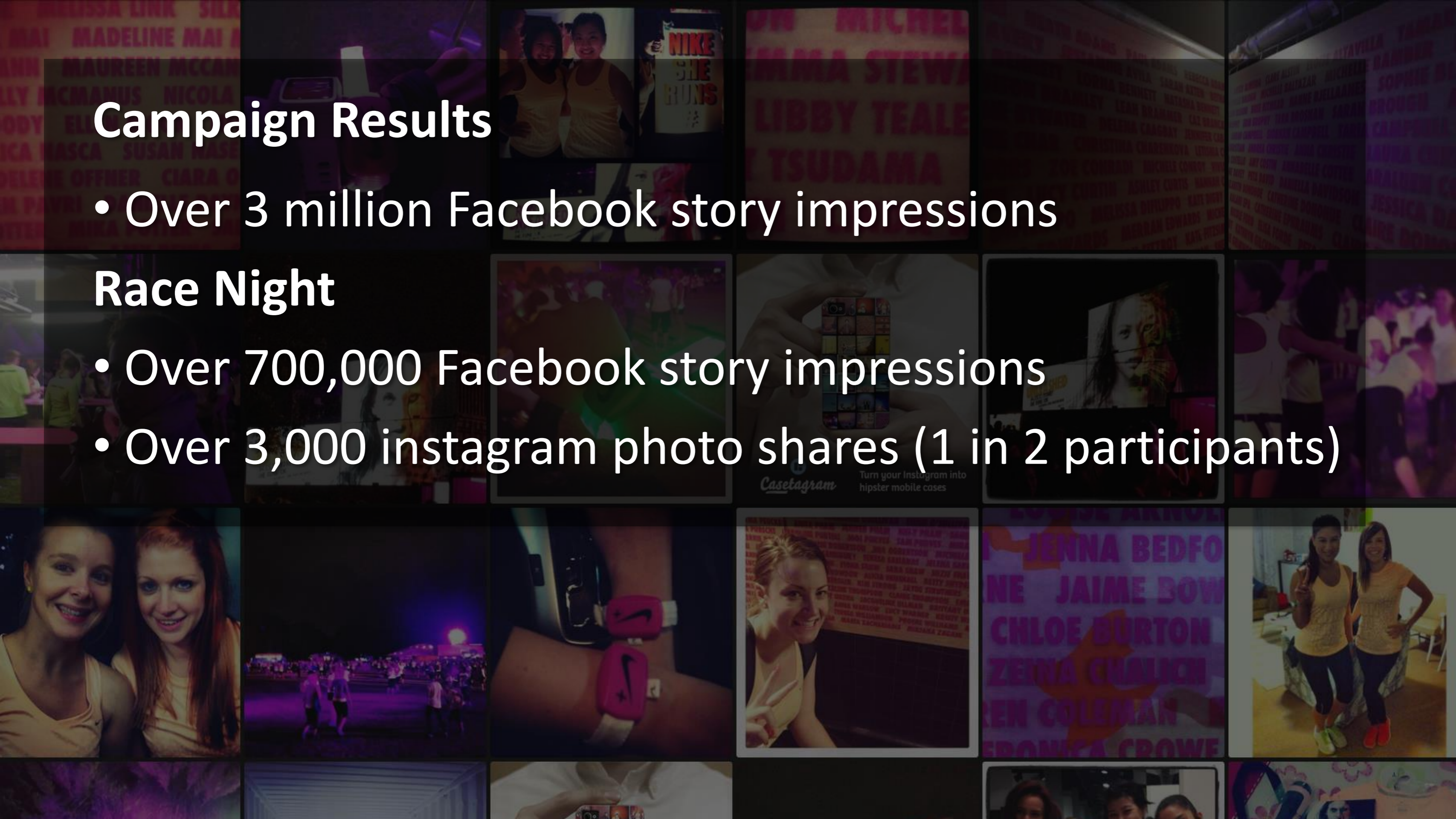


Campaign Results

- Over 3 million Facebook story impressions

Race Night

- Over 700,000 Facebook story impressions
- Over 3,000 instagram photo shares (1 in 2 participants)



What did we learn?

Overview

Creating a strong community is invaluable

Create links to Facebook that encourage natural conversation

Don't worry about it being 100% right, get it out there and test

Getting the data you need up-front gives you power to create a great experience

How is this relevant to your business?

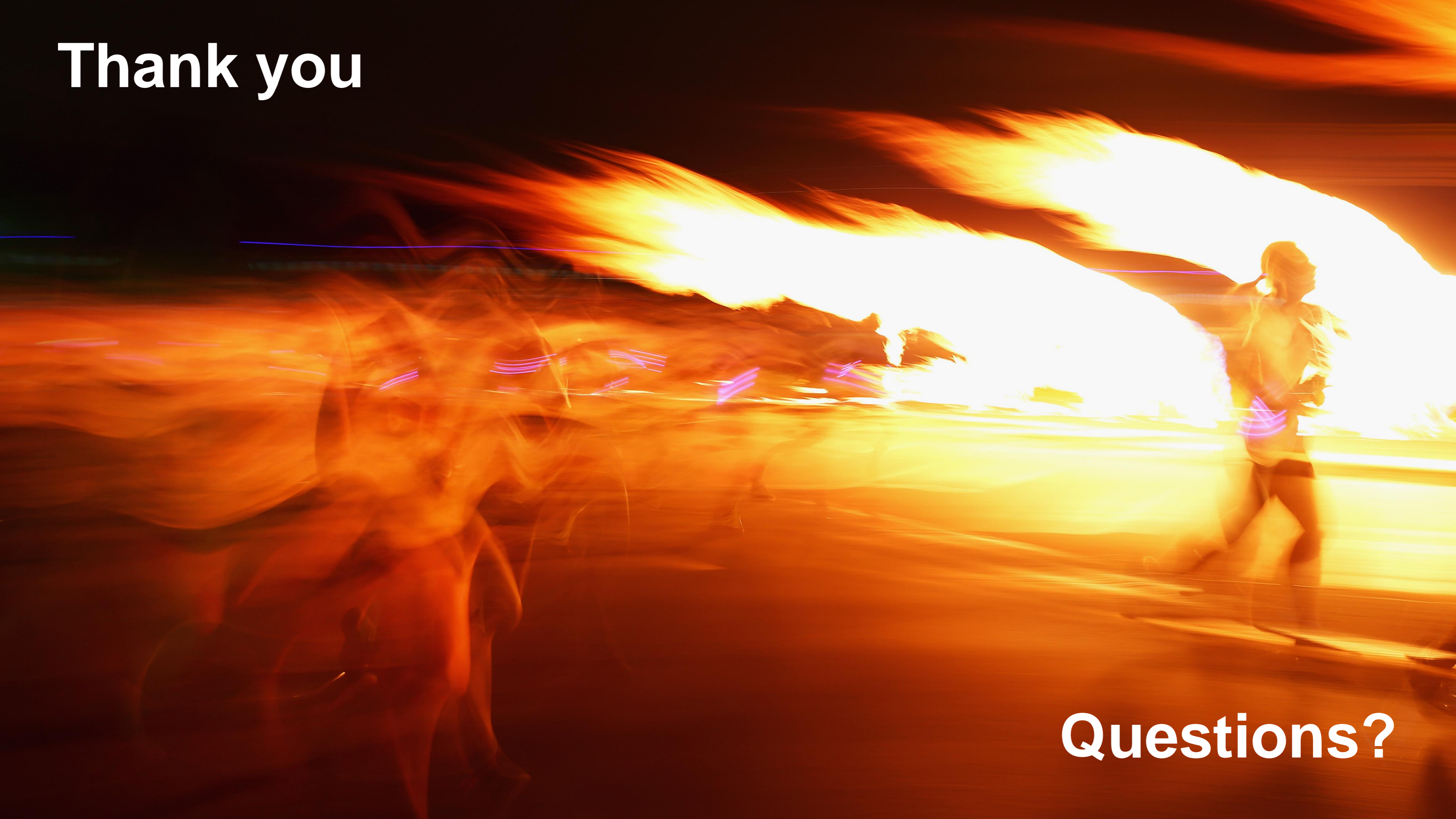
Questions to answer

How and where do your customers use your products?

What can you do to connect your customers with your brand?

How can you empower your customers on Facebook?

Thank you



Questions?

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