

Get Over 6k Facebook Likes In Just 5 Weeks!

A Halfords Case Study

A BRIEF BACKGROUND


When Halfords wanted to launch their exclusive range of Boardman Bikes on Facebook, they turned to Fusion Unlimited and MadeByPi to strategise and execute the Boardman Britpack Facebook Page.


After an extensive listening campaign, Fusion developed a communications and content strategy to outline how best to engage their market, a custom Facebook application where users could log their rides and fCommerce store were developed by MadeByPi and Fusion completed their involvement full circle by executing an online media plan and handling all ongoing engagement.


WHAT WE ACHIEVED


Initial results have proven to greatly exceed industry benchmarks –

 Over **6,585** likes after only 5 weeks.

 A lifetime average Feedback score of 0.46%. To achieve 0.50% on just one post is deemed good.

 Week on week growth of well over 12%.

 With an EdgeRank score of 20 being stated as 'Excellent', Britpack has consistently scored threefold that point with an average of 72.8 (not including first month)

 Recent daily growth stats are 2x that of nearest competitor.

Don't take our word for it, check out <http://www.facebook.com/boardmanbikesbritpack> and see how not only are the figures impressive, but we've built a community that is captive, loyal and how every post attracts valuable discussion.

LIKE TO KNOW MORE?

Do you want to know how to use social media intelligently to build brand value?

Are your social platforms full of life, activity and influential people who can become powerful brand advocates?

Then get in touch with us today!

 jp@fusionunlimited.co.uk

 **0113 226 2263**

 **07715 124428**

 www.fusionunlimited.co.uk

TESTIMONIAL

"The programme of social media activity is creative and interactive and will drive traffic to the site, create engagement and increase online sales."

Gerry Murphy - Marketing Director at Halfords

OUR CLIENTS



OUR CREDENTIALS

