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HABARIMEDIA 

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advertising case study

Vodacom



Social Media Agency



Vodacom is a leading mobile telecommunications company that provides voice and data services to millions of customers in South Africa.

Objective

The purpose of the campaign was to grow the fan base on the page and have the members enter the Blackberry competition hosted on the application.

Campaign Description

The client ran the Reach Block for 48 hours with 3 engagement ads in rotation, 2 Like ads and a Poll ad. The ads encouraged users to join the page, enter the competition via the application on the competition tab and stand a chance of winning a Blackberry Torch.

Users would enter the details on a submission form on the application, enter their contact details and share what they would like to see more on the page then submit their details.

Vodacom Blackberry Competition Application



BlackBerry Torch™

Stand a chance to **WIN** a BlackBerry® Torch™ 9800 Smartphone, simply 'Like' our page and leave your details below.

Competition closes 13th October 2010.

This promotion is in no way sponsored, endorsed or administrated by, or associated with Facebook. You understand that you are providing your information to Vodacom and not to Facebook. The information you provide will only be used for the occasional Email correspondence.

Win a BlackBerry Torch

Questions marked by * are required.

1. **Name: ***
2. **Phone Number: ***
3. **what would you like to see from our facebook fan page?**

[Vodacom Competition Terms & Conditions](#)

Engagement Ads

Like ads grew fan acquisition and drew a lot of users to enter the competition.

Poll Ad allowed the client to get an the users' opinion on what they would like to see more of on the Vodacom Facebook page.

Fan Page allowed users to interact with the brand and enter the competition and give Vodacom feedback about the kind of content they would like to see on the page.

Join the Vodacom family



Become a Vodacom fan and you could stand a chance of winning an awesome new BlackBerry® Torch™ 9800!

What do you want to see on our page?

40%	More deals
43%	More competitions
17%	More customer support

Like Vodacom

Join the Vodacom family

WIN this phone




Win the latest BlackBerry® Torch™ 9800 from Vodacom! This is a mobile device, not a flashlight!

17,100 people like Vodacom.

Like

Join the Vodacom family

BlackBerry® Torch™ 9800



Win with Vodacom! Simply 'Like' our Facebook page and you could win a BlackBerry® Torch™ 9800

17,056 people like Vodacom.

Like

Campaign results

- Engagement rate of 0.32%
- Organic spread of over 248,000 impressions at a CTR of 1.30%.
- Social rate of 25.69%. Social impressions are the number of impressions gained where the ad was shown with social endorsements from the viewer's friend(s) who have already engaged with the ad.
- Acquisition of 6,376 fans from the homepage ad and over 4,000 from the organic spread.
- 2,929 poll responses.