

DECORIUM 10 MINUTE CASE STUDY

Axxoo's 'Ugly' Facebook Campaign Gets Big Attention and Buzz for Decorium

WE'RE HOLDING AN UGLY SOFA CONTEST

That's right, just visit our **facebook** Fan Page



Submit a photo of that **UGLY** sofa you have hidden away from everyone's sight.

then...

Get all your friends to vote for you.
The person with the most votes wins a beautiful New Sofa of their choice valued up to **\$1999.**
May the ugliest sofa win!

GET STARTED NOW!

Marketing Strategy

Trusted team of Marketing Consultants and Web Developers offering concise and compelling strategic guidance rooted in SEO, PPC, SMO and all other related internet marketing activities to help develop, refine and optimize marketing initiatives and demonstrate positive ROI.

Creative Services

Creative Problem Solvers helping to sculpt a brand's online presence with expertise in positioning, development and advanced creative strategy.

Quick Summary

Axxoo had been strategizing on a new approach to create a buzz on the social media front with a playful marketing campaign for Decorium. The celebrated furniture retailer was looking for a social media campaign that would increase brand awareness and entice social media consumers to become more engaged with the furniture retailer. Decorium adopted Axxoo's 'Ugly Sofa' Facebook contest that generated over 2,500 monthly active users on the company's Facebook page from contest start date in March 2011 to its end in April.



"We really needed a solution that would significantly increase social media brand awareness and consumer engagement. We were looking for a fun and engaging campaign idea to really make an impact and needed a partner that could understand our goals. Axxoo's 'Ugly Sofa' contest idea resonated with us immediately."
Steve Forberg, CEO, Decorium.

Customer Overview

Decorium is a leader in the highest value, style and selection of home furnishings. The retailer imports high quality and unique goods from North America, Europe and other parts of the world and is the home of a 100,000 square foot showroom located in Toronto, Ontario. Since 1986, Decorium has remained a leader in showcasing designs from some of the world's most major interior designers while working with various suppliers to achieve a fine balance of comfort, style and value for its clientele. Furnishing the homes of thousands of customers and delivering superior customer service has enabled Decorium to showcase the best options in home furnishings to North American consumers.

Business Challenge: Utilizing social media as an avenue for Decorium's brand awareness

Web Development & Design

Technical Architects with a proven track record for working in complex development environments. Building innovative and forward-thinking websites, landing pages, apps and CRM Systems.

Sales Empowerment

Revenue Strategists ensure Marketing is providing Sales with actionable intelligence to improve conversion results supported by advanced Analytics measuring tools.

The challenge that Decorium was presented with was how to create an effective social media campaign that would create attention and buzz with social media consumers. Axxoo's 'Ugly Sofa' contest was chosen as the Facebook campaign that would be used for the company's social media initiative. The objective was to get Facebook users to submit a picture of their most unattractive Sofas for a chance to win Decorium's grand prize: A \$2000 brand new Sofa. Facebook was chosen as the social media platform for this campaign due of the fact that the furniture retailer already had a fan base of approximately 1000 fans on Facebook, which provided a way to connect with a large enough user base to attract even more viral attention.

Within a 30-day period, Decorium's Facebook page generated 54,723 post views and 1,680 new 'Likes' with a 196% and 1,083% increase from previous levels, respectively.



"We didn't think that we would be able to get the kind of attention that we did, but Axxoo's email blast and directed traffic initiatives generated an overwhelming amount of participation. People were posting pictures daily by the tens for a chance to win our grand prize." Steve Forberg, CEO, Decorium.

Solution:

Decorium selected Axxoo's 'Ugly Sofa' contest due to their ability to understand what the retailer was trying to accomplish, which was a strategic and unique social media initiative. The solution involved an email marketing campaign to Decorium's client list, and the use of the company's existing Facebook page, which had over 1,000 'Likes' already. The furniture retailer found that a playful Facebook contest could deliver dramatic cost savings that only required an investment in the voting contest app, an email blast and the grand prize giveaway itself. Utilizing Axxoo's fun and engaging contest, Decorium was able to virally advertise on Facebook to generate 1680 new fans and get 54,723 impressions at a fraction of the cost compared to Facebook's pay-per-click advertising program.

BENEFITS

Optimized marketing spend driving top-line growth using automated processes supported by actionable reports.

Improved profile and brand awareness with increasingly effective web assets and deliverability of digital content on creative campaigns aligned with best practices.

Identifying targeted prospects by triggering actions based on viral activity.



*"Axxoo was the first partner that we've worked with that understood what we were trying to accomplish. They made it happen," said **Steve Forberg, CEO, Decorium**. "Creating a buzz and attention on the social media front was a strategic matter. Axxoo was the only online agency to work with us on this level."*

Results: Axxoo's 'Ugly Sofa' contest delivers Decorium a highly successful social media campaign with significantly lower marketing costs.

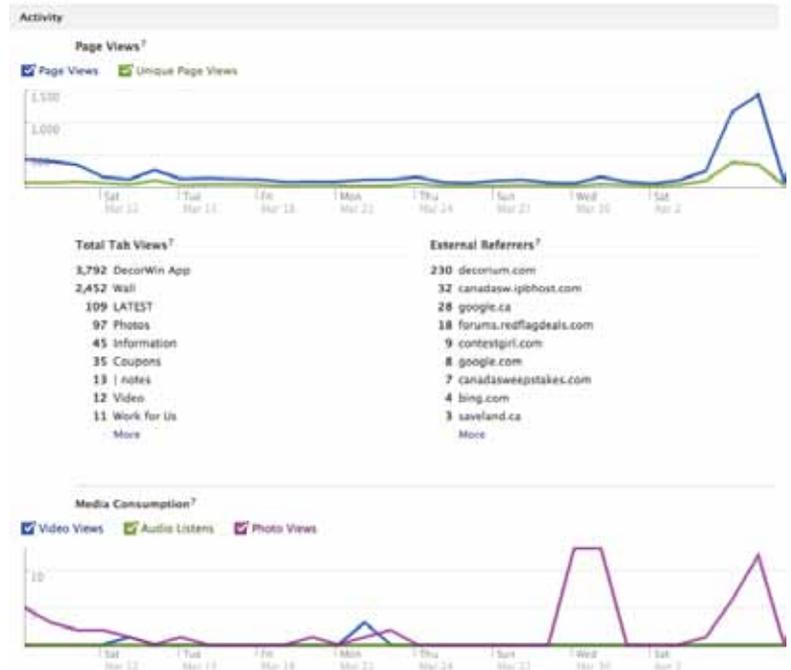
Axxoo's 'Ugly Sofa' contest provided exceptional results in terms of lowering marketing costs and enabling the furniture retailer with a fun, unique and engaging contest. Using Axxoo's social media strategy rewarded the furniture retailer with remarkable marketing savings with a very successful campaign.

ABOUT AXXOO

Axxoo is a professional services marketing agency with specialization in engineered marketing solutions for small and mid-sized companies. Axxoo allows you to drive marketing success, show a bigger return on marketing investment, and produce more revenue for your entire company using integrated, measurable, optimized and automated internet marketing solutions.

EXTRA

To read a case study on Decorium's 'Ugly Sofa' contest please visit:
www.axxoo.com/decoriumuglySofacasestudy



Key advantages of Axxoo's social media campaign:

- **Ease-of-Use** – 'Ugly Sofa' contest was launched on an already existing fan page leveraging a platform that had massive social consumer reach.
- **Cost-Savings** – Axxoo's campaign resulted in reduced marketing costs for Decorium, which involved the cost of the grand prize, a contest app, management fees and an email blast to reach prospects and clients.
- **Consumer Engagement** – The 'Ugly Sofa' contest enabled consumers to submit photos of their unattractive Sofaes which was a fun and engaging way to get them to join the contest. To win they had to share with their friends and accumulate votes to win. The entrant with the most votes won!
- **More Facebook 'Likes'** – Axxoo's Facebook campaign was a vital source for creating a large volume of social media buzz and expansion of a valuable fan base.

CASESTUDY