

### CASE STUDY

#### CHALLENGE

London Drugs is a retailer that is well known in its local markets but their Social Media presence did not reflect their notoriety. Their main challenge was to increase the number of Fans in their Target Market and their engagement in order to have a way of connecting with these important customers even after they walk out of their stores.

#### SOLUTION

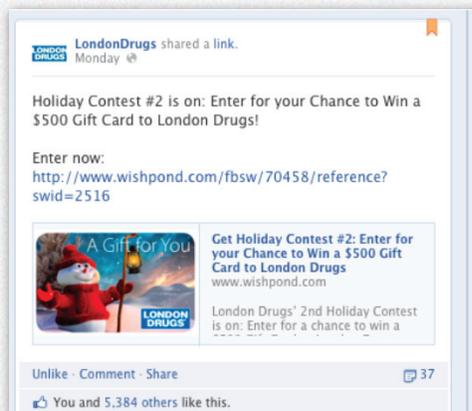
Wishpond provided London Drugs a fully managed, 4 week, Holiday Campaign. The Campaign consisted of integrated contesting, content management and Facebook advertising aimed at the retailers' key Target Market. In addition to tools, Wishpond provided London Drugs with 10 fully managed contests, content and posts on Facebook, Twitter and Google+, and created and placed targeted advertising on their behalf.

#### OUTCOME

In one month they grew:

- Fans from 5,377 to 34,146
- Engagement from 74 to 12,078
- Engagement quality: more comments and more emotional comments
- Fan engagement with posts went from an average of .5% Virality\* to 2.5% with highs over 20%.
- Twitter Followers by 1593
- **Facebook page became the #1 source of website referral traffic**

\* The percentage of people who have created a story from your page out of the total number of unique people who have seen it.



#### Wishpond Contests



#### Customer Engagement



#### Informative Posts

The London Drugs case is proof that Targeted Fan growth and their engagement can be achieved in a short period of time by integrating various aspects of Social Media.

Due to the initially low Facebook Fan Engagement, the campaign commenced with Wishpond Social Sweepstakes - the simplest type of contest - giving away \$500 London Drugs Gift Cards. The contest's organic growth was boosted with Facebook advertising, including "Promoted Post" and "Sponsored Stories". Excitement was built and grown with back to back contests including weekly and daily Sweepstakes, Twitter and Photo Contests.

But getting fans was only the first step towards the main goal of the campaign - increasing Target Market engagement. This was achieved by creating compelling and relevant content using strong imaging, with a local, entertaining, and informative communication style.

Not only did the campaign grow the number of Fans, Twitter followers and increased Fan engagement, it also captured email and demographic information of all contest participants. London Drugs can now better understand their Target Market and expand their future targeted marketing activities.

*London Drugs is 100% Canadian owned and is focused on local customers' satisfaction. Across Alberta, Saskatchewan, Manitoba and British Columbia, London Drugs' 77 stores employ more than 7000 staff dedicated to providing their customers with a superior shopping experience.*

*London Drugs has stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan, and Manitoba. The pharmacy is the heart of their business, but they also offer a full service computer department, cosmetics ranging from lipgloss to high-end face creams, furniture, cameras, high quality photo finishing, cordless phones and plasma televisions. More people buy their small appliances in London Drugs than any other place in Western Canada. They serve over 45 million customers each year, and are still growing.*

