

Case Study:



Client

Woodworkers Guild of America (WWGOA) is a group of thousands of woodworkers who have banded together to form a large online community. Their professional editors produce and sell the highest-quality instructional woodworking videos available. The Woodworkers Guild site hosts free and pay videos, DIY guides and articles, and an active member forum.

Objective:

WWGOA wanted to rapidly grow their Facebook fan base and drive their online newsletter subscribers.

Strategy and Execution

Woodworkers Guild of America hired Audience Delivered to achieve their objective utilizing a targeted Facebook ad buy to grow their fan base. As an ancillary goal, Audience Delivered also recommended offering a new paid subscription newsletter. In May 2012 they started their campaign using Audience Delivered's Facebook Ads Management System (FAMS) system to target the right audience to drive efficient engagement and action. The FAMS system was able to identify and target users most likely to be highly engaged in commenting and sharing with their friends. Audience Delivered then deployed custom ads and landing tabs which were dynamically tested through FAMS and optimized for click-through and conversion.

Results:

The WWGOA Facebook page very quickly grew from 800 fans to 20,000 highly engaged fans. Those new fans accounted for a 655% increase in audience engagement. Additionally, they added a 37% conversion of Facebook viewers into newsletter subscribers and a new revenue stream with 7% converting into paid subscribers.

- > The WWGOA Facebook page went from **800 to 20,000 Facebook fans**.
- > These new socially active fans exhibited a **655% increase in audience engagement**.
- > **37% conversion** of Facebook viewers into newsletter registrants.
- > New monetization strategy succeeded in converting **7% to paid subscribers**.
- > Reached **3 million views** on their YouTube channel, driving additional growth.