



@home
THE HOMEWARE STORE

Who is @home?

@home is a Southern African homeware retail franchise specialising in beautiful home décor, furniture and more. Their stylish offering is available both in-store and online.



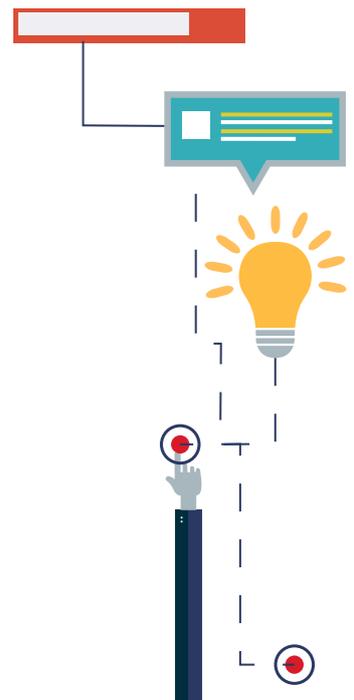
SOCIAL MEDIA CAMPAIGN CASE STUDY

Our journey with @home

We started our marketing journey with @home in 2016 and quickly formed an accessible, loyal and valuable relationship with them. Over the years we've worked closely with their team to develop a strong social media marketing strategy. Our offering to them includes creation and implement of campaigns; managing their social media profiles and writing blog posts.

YDC's role for campaigns:

- Hold internal strategy session to brainstorm ideas
- Create a proposal with potential campaigns
- Create updates and images for the campaign, including GIFS
- Create the campaign, usually using WooBox
- Client liaison
- Manage the competition and pick a winner
- Boost competition posts
- Campaign report





Our most successful campaigns include:

@HOME'S OBJECTIVE:

Boost awareness of SMEG blender available at @home with an engaging social media competition, using a SMEG blender as the prize.

Campaign overview:

Using Facebook and Twitter as entry mechanisms, entrants needed to comment with their favourite SMEG blender colour and include the hashtag. #SmegStyle

Entry mechanism:

Facebook comments and tweets



Advertising budget:

R3 000

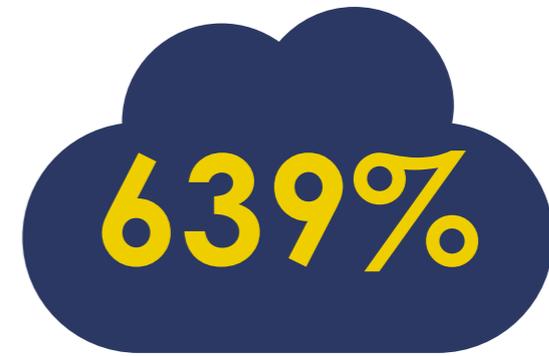
#SmegStyle

Campaign period: 3 - 10 October 2016

Campaign highlights

Total number of entries

4 280



12 090



1 636

Increase in engagement during the campaign period



20 950

Total post clicks

Total post likes



4 566

Winning formula for this campaign:

Smeg is a popular brand stocked by @home, and one which many shoppers aspire to purchase. We encouraged fans to enter by commenting with their favourite colour - the result was a drastic increase in post engagement (over 600%).

@HOME'S OBJECTIVE:

Boost awareness of Breville products available at @home, by creating an engaging social media competition with three Breville products as the grand prize.

Campaign overview:

Using Woobox as an entry mechanism, entrants needed to tick three check boxes from a list of items that they think would make the ultimate timeless kitchen. The competition winner received the three products they selected.

Entry mechanism:

Woobox form



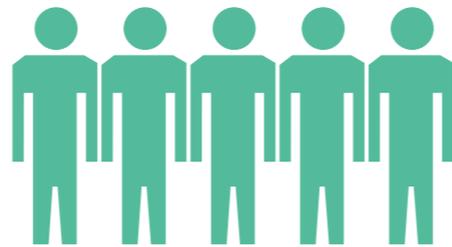
Advertising budget:

R3 000

#BrevilleCelebration

Campaign period: 27 October – 7 November 2016

Campaign highlights



Total number of entries

2 200



1 530

Total post likes

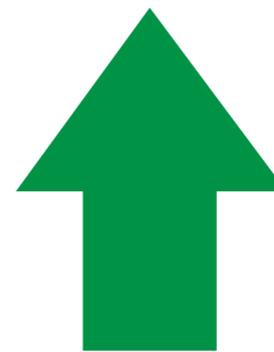
123

New page likes from the campaign



554

Total Woobox shares from the campaign



86%

INCREASE

in Facebook engagement during the campaign period

Winning formula for this campaign:

The entry mechanism was simple and engaging – and didn't require too many steps.

@HOME'S OBJECTIVE:

Promote @home Mother's Day gifting ideas through a social media campaign and to encourage fans to share positive memories to boost engagement.

Campaign overview:

Using Facebook as an entry mechanism, entrants needed to comment with their favourite memory shared with their mother to stand the chance to win one of three R1 000 vouchers for them and their mother.

Entry mechanism:
Facebook comments



Advertising budget:

R3 000

#MomKnowsBest

Campaign period: 20 April 2017 – 12 May 2017

Campaign highlights

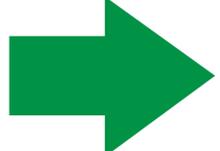

3 585
Total post likes


Total post clicks
2 773



1 012
Total number of entries

INCREASE
in Facebook engagement
during the campaign period

4 957  **11 092**



Winning formula for this campaign:

Encouraging fans to share advice their mothers gave them allows entrants to engage with the brand on a personal level. Boosting posts further increased the reach and engagement on posts.

TESTIMONIAL FROM CLIENT

“YDC have proved themselves to be creative and out-of-the box thinkers. We consider them our strategic partner in ensuring the most relevant and share worthy social media content is available on the right channels, at the right time.”

Andre Jansen, @home, 2017.

Contact us

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