

## How SpeedTech Lights acquired 4,000 Facebook fans in 2 weeks

### Background

SpeedTech Lights provides emergency vehicle lighting to law enforcement, fire, construction and EMS. From sirens and speakers, powerful lightbars and mini bars to vividly, bright deck and grille lights, SpeedTech Lights caters to all aspects of the emergency and warning market.

### Challenge

SpeedTech knew they had a great product and had a basic Facebook presence, but they faced the daunting challenge of building a community. With a short timeline, SpeedTech needed an avenue for fan acquisition in order to kick-start their Facebook marketing efforts.

### Solution

SpeedTech turned to FireRescue1.com and the company's Facebook Fan Blast marketing program. FireRescue1 has long been the leader in social media for the fire service, with more than 210,000 fans and a track record for creatively employing social media to drive interaction and results among a large audience of firefighters.

With the Facebook Fan Blast marketing program, FireRescue1 builds a customized giveaway for companies to host on their Facebook fan page and – over a two-week contest period – FireRescue1 promotes the giveaway via several channels; including site banners, email marketing and on Facebook itself. Through these outlets, FireRescue1 is able to provide the client with significant fan acquisition to their Facebook fan page, as well as customer leads.

FireRescue1 was not only able to offer SpeedTech expertise in creating and publishing the giveaway on the Facebook platform, but also provided them access to the FireRescue1 community – a potential reach to 210,000 Facebook fans, 240,000 site members and 190,000 email subscribers.

### Results

The campaign acquired 4,033 new fans for the SpeedTech Lights Facebook fan page over the two week contest period – a 280% increase on their current fan base with 2,500 of these fans converting into email leads.

In addition, their reach on Facebook increased from an average of 1,500 users per week to a peak of 32,100 users per week.

The Facebook Fan Blast met the objective of building a Facebook community for SpeedTech Lights. By helping them cross the 5,000 fan mark, SpeedTech is now in a fantastic position to start driving business success from their Facebook fan base.



## Client Testimonial

*“After running the contest promotion with FireRescue1’s Facebook, we gained over 4000 fans in less than two weeks! Hundreds of fans stated they had no idea we were on Facebook and we noticed a sea of compliments on our company. This was great for us because it allows customers to interact using photos, videos, pictures and comments and also stay up to date with STL promotions. We even noticed an increase in our other social networking sites. Overall the campaign was a great success and I’m excited for the next campaign to shoot for 10000+!”*

**For more information about FireRescue1’s Facebook Fan Giveaway Bundle, contact [sales@firerescue1.com](mailto:sales@firerescue1.com)**

The image shows a screenshot of a Facebook contest page. At the top, there is a red arrow pointing to a button that says "Click the LIKE BUTTON to start". Below this is the STL logo and the text "SpeedTech Lights Facebook Giveaway!". To the right of the STL logo, it says "Powered by: FireRescue1.com". The main text of the contest says "Like us now & Enter to Win a STL K-Force 27" TIR Light Bar, a Tactical Flashlight and an STL Grille Pro". Below this text, there are two prize categories. The first is labeled "first prize" and shows a "STL K-FORCE 27" TIR LIGHT BAR". The second is labeled "second prize" and shows "STL TACTICAL FLASHLIGHT & AN STL GRILLE PRO". At the bottom of the contest area, it says "Contest ends March 27th 2012 – Don't miss out!".