

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

Background

SpeedTech Lights provides emergency vehicle lighting to law enforcement, fire, 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 Praetorian Group and the company's Facebook Fan Blast marketing program. Praetorian Group has long been the leader in social media for the fire service, with more than 1 million combined 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, Praetorian Group builds a customized giveaway for companies to host on their Facebook fan page and – over a two-week contest period – promotes the giveaway via several channels; including site banners, email marketing and on Facebook itself. Through these outlets, Praetorian Group is able to provide the client with significant fan acquisition to their Facebook fan page, as well as customer leads.

Praetorian Group was not only able to offer SpeedTech expertise in creating and publishing the giveaway on the Facebook platform, but also provided them targeted access to the fire rescue community – a potential reach to 210,000 FireRescue1 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.



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