

Social Media Marketing: Case Study Project Overview

Objective: iCAN4Consumers is a start-up which introduced a new way to work with online merchants and find, and cater to, customers needing refunds. iCAN4Consumers needed to grow a dedicated community, fast. Brand awareness was their main goal and they wanted to leverage the opportunity social media provided to build a new and engaged social media presence.

Solution: We implemented a Facebook and Twitter program which involved Facebook advertising and aggressive Twitter outreach to meet their online objectives.

Results: Over 100,000 total impressions, over 1,500 people engaged, over 1,000 new total fans and over 800 website clicks in the first 5 months... And counting!

All of this in addition to monitoring for, and discovering, online customers for direct engagement and service.



Twitter Stats

Impressions

13.2k

Followers

251

Engaged

168

Re-tweets

54

Conversations

67

Total Clicks

147

Facebook Stats

Impressions

94.3k

Fans

914

Engaged

1443

Views

469

Likes/Shares

266

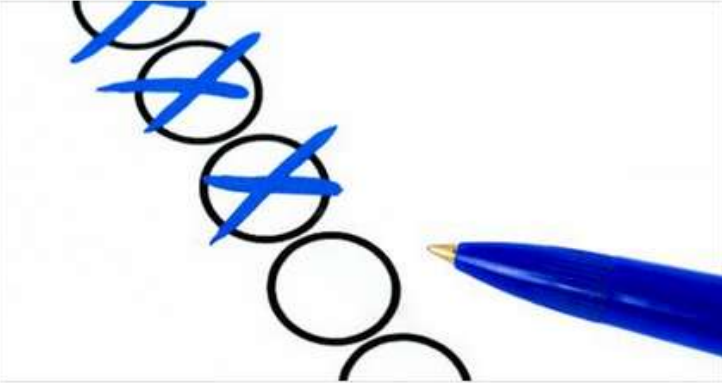
Total Clicks

750

Snapshot: Best Performing Articles

ICAN4Consumers
September 10, 2015 · 🌐

Boxes that are pre-checked for your “convenience” — ah, there’s that word again — and may nudge you into making a decision that could cost you money. <http://bit.ly/1KcdJfg>



MintLife Blog | Personal Finance News & Advice |
Consumer IQ 101: Mind the Pre-Checked Boxes
Consumer IQ Consumer IQ 101: Mind the Pre-Checked Boxes Jan 30, 2014 / By Christopher Elliott / Comments Launch Infographic Embed Infographic Beware of...
BLOG.MINT.COM | BY MINTLIFE BLOG | PERSONAL FINANCE NEWS & ADVICE

👍 Like 💬 Comment ➦ Share

18 people like this.

18 People Engaged
128 People Reached

ICAN4Consumers shared a link.
September 10, 2015 · 🌐



How to dispute a debit card purchase
The protections aren't the same as credit cards, but you may not be completely out of luck.
BY CREDITCARDS.COM

👍 Like 💬 Comment ➦ Share

17 people like this.

17 People Engaged
98 People Reached

Best Performing Designs



SINGLE-USE
CREDIT CARD
NUMBERS



LOOK FOR
THE LOCK

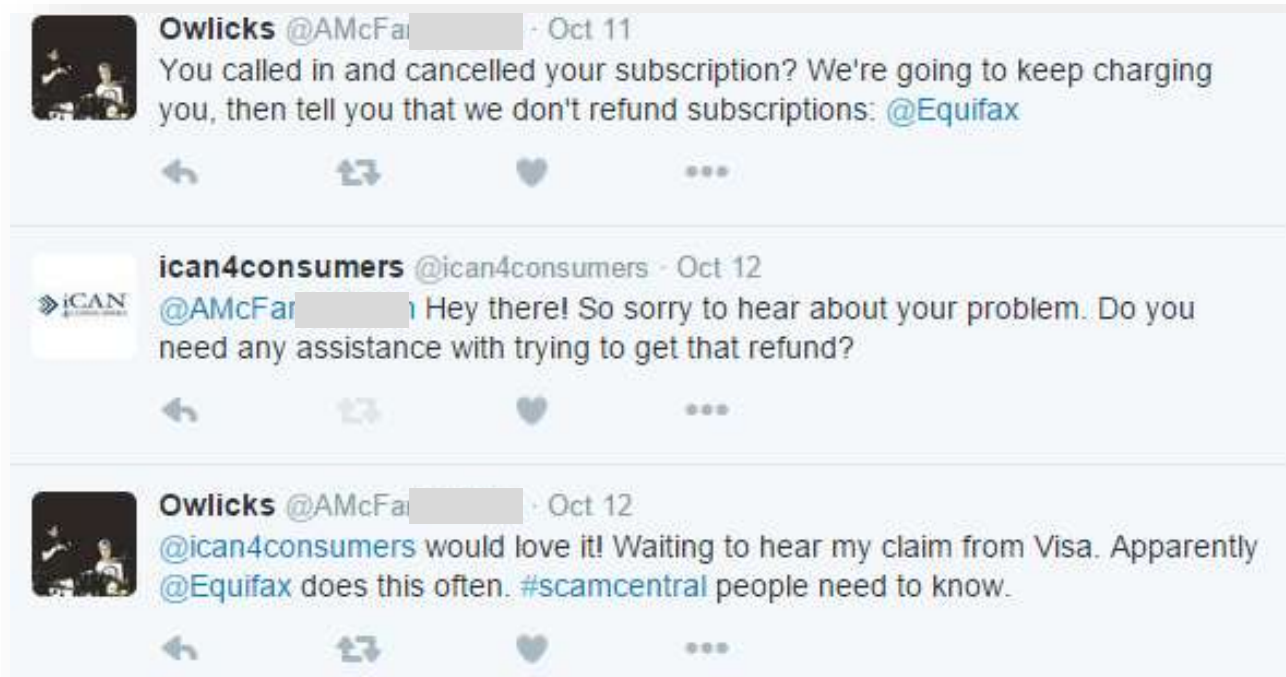
#CONSUMERTIPS



Twitter Snapshot: Listening & Conversations

Sample size (not all tweets are reported)

Scenario: One user (found in the general Twittersphere via our social monitoring for keywords and mentions) was looking to cancel his subscription with Equifax. We found the tweet and asked if he would need any assistance with getting a refund. He responded with “would love it!”



Twitter Listening & Conversations

Sample size (not all tweets are reported)

The screenshot shows a Twitter thread with four tweets. The first tweet is from Samantha (@sjw) on Oct 15, complaining about a bad experience with TacoCabana and a charge on her card. The second tweet is a reply from ican4consumers (@ican4consumers) asking if the issue is resolved. The third tweet is a reply from Samantha saying no. The fourth tweet is another reply from ican4consumers offering help and a link. The interface includes profile pictures, usernames, timestamps, and interaction icons (reply, retweet, like, and more options).

Samantha @sjw [redacted] ct 15
So last week I had a bad experience @TacoCabana and NO one has called me back..Today I wake up to a charge from them on my card.. WTH

ican4consumers @ican4consumers - Oct 15
@sjw [redacted] Hi Samantha, did you ever get this resolved?

Samantha @sjw [redacted] 15
@ican4consumers no i did not..
12:27 PM - 15 Oct 2015 - Details

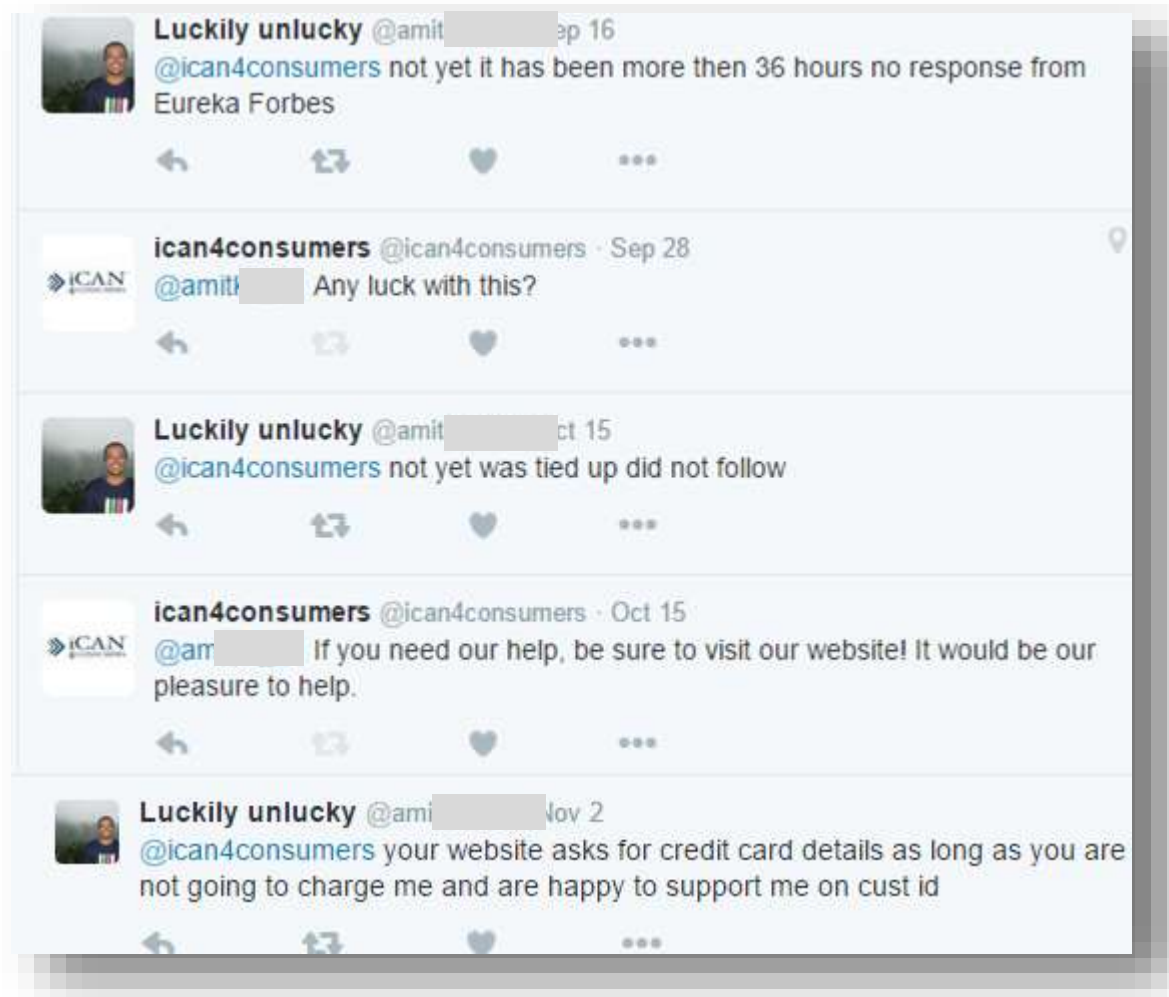
ican4consumers @ican4consumers - Oct 21
@sjw [redacted] Sorry to hear that! Visit our site & we'll do our best to help you out with this bit.ly/1Gi5hvq

Scenario: Another user we discovered had a bad online ordering experience with TacoCabana. We reached out to see if iCAN4Consumers could help solve the issue for them and provided them the link.

Twitter Listening & Conversations

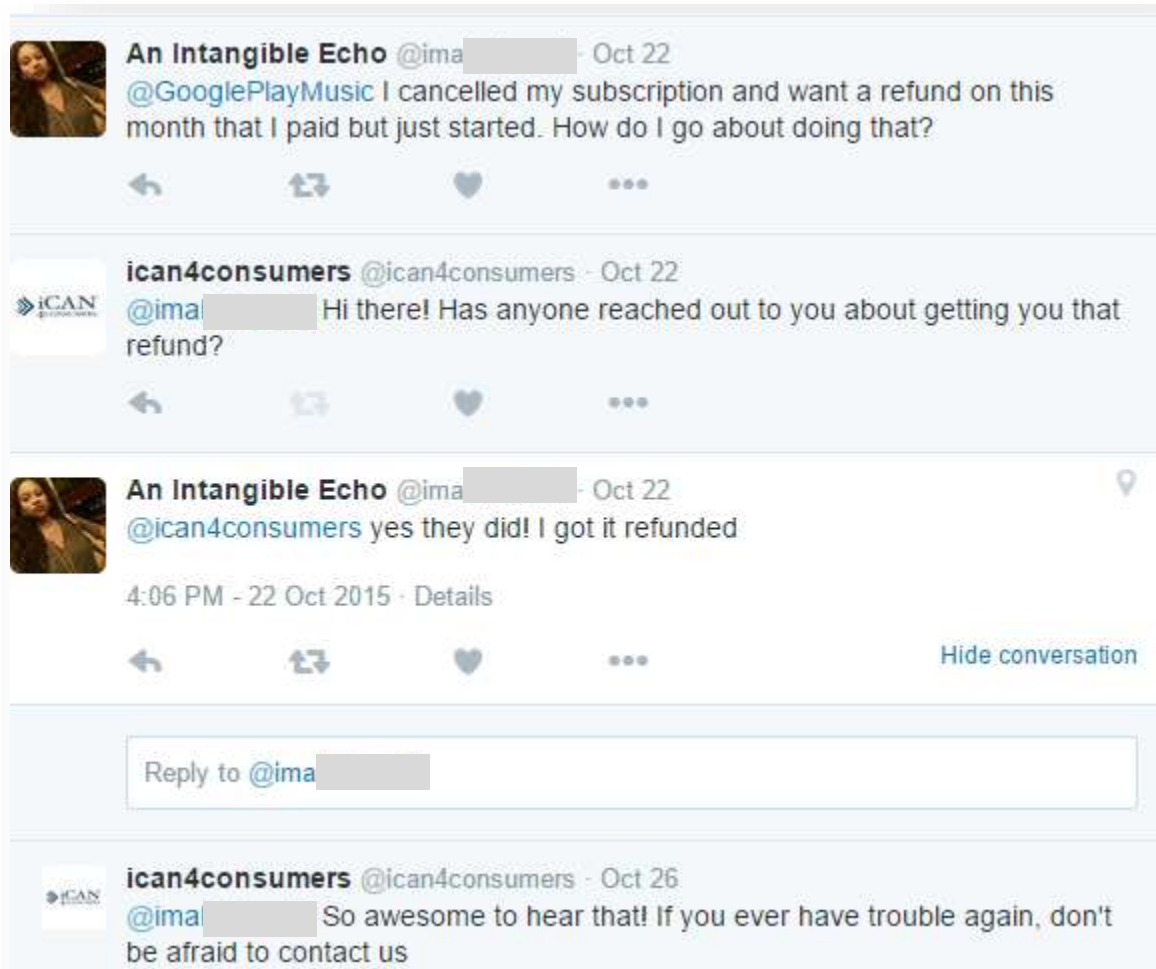
Sample size (not all tweets are reported)

Scenario: Yet another user had a bad experience with an online purchase. He was looking for a refund and we reached out. At first he was hesitant giving his credit card info, but valued and wanted iCAN4Consumers support.



Twitter Listening & Conversations

Sample size (not all tweets are reported)



The screenshot shows a Twitter conversation thread with four tweets. The first tweet is from 'An Intangible Echo' (@ima[redacted]) on Oct 22, asking for help with a Google Play Music refund. The second tweet is from 'ican4consumers' (@ican4consumers) on Oct 22, asking if anyone reached out. The third tweet is from 'An Intangible Echo' (@ima[redacted]) on Oct 22, replying that they did get a refund. The fourth tweet is from 'ican4consumers' (@ican4consumers) on Oct 26, congratulating the user. The interface includes profile pictures, usernames, timestamps, tweet text, and interaction icons (reply, retweet, like, and more options). A 'Hide conversation' link is visible at the bottom right of the third tweet.

An Intangible Echo @ima[redacted] · Oct 22
@GooglePlayMusic I cancelled my subscription and want a refund on this month that I paid but just started. How do I go about doing that?

ican4consumers @ican4consumers · Oct 22
@ima[redacted] Hi there! Has anyone reached out to you about getting you that refund?

An Intangible Echo @ima[redacted] · Oct 22
@ican4consumers yes they did! I got it refunded

4:06 PM - 22 Oct 2015 · Details

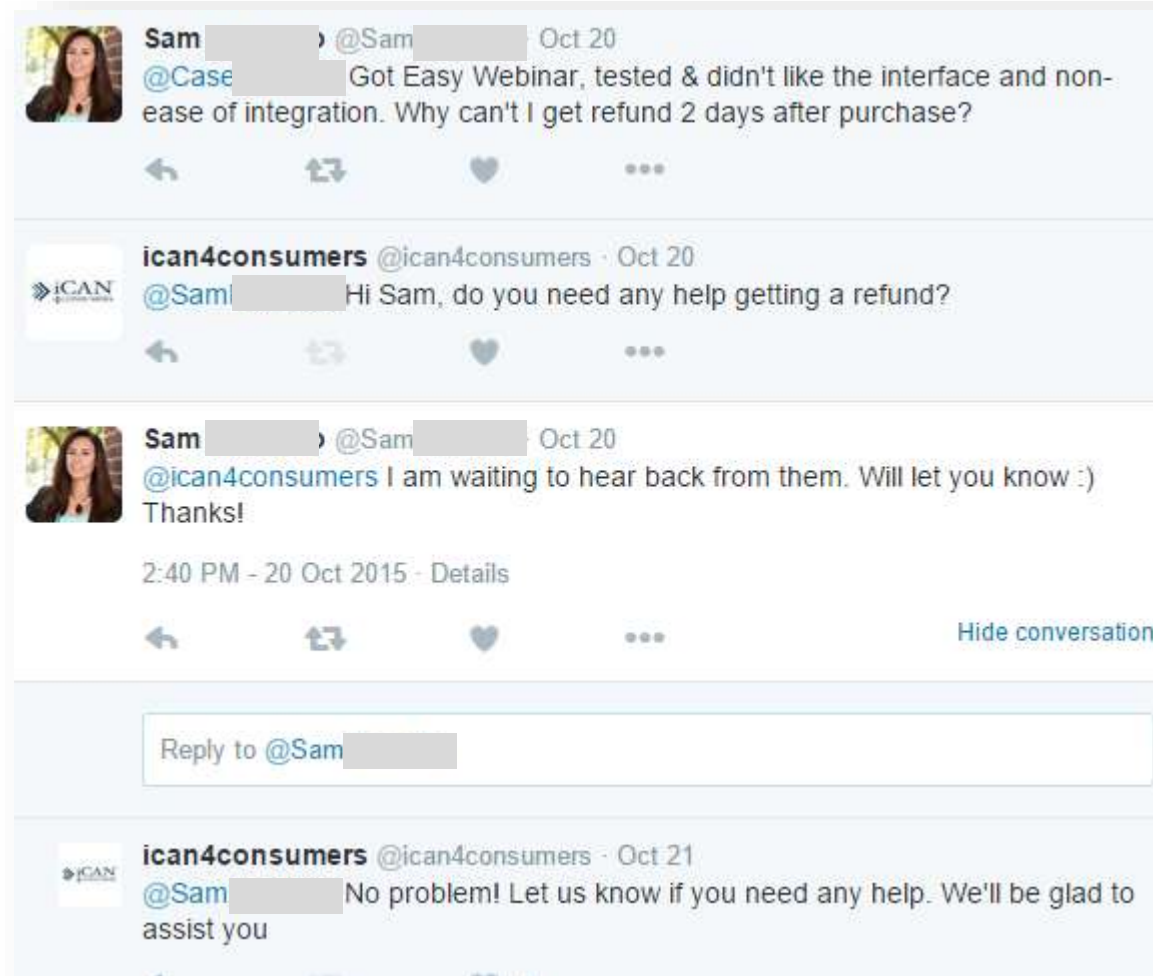
ican4consumers @ican4consumers · Oct 26
@ima[redacted] So awesome to hear that! If you ever have trouble again, don't be afraid to contact us

Scenario: Another user was looking for a way to cancel her Google play subscription. We reached out to assist her with a refund, but she was able to get a refund quickly.

Twitter Listening & Conversations

Sample size (not all tweets are reported)

Scenario: This user bought a webinar software and wanted to get a refund for her purchase. We reached out to see if she needed assistance and she is waiting to hear back from them first.



The screenshot shows a Twitter thread with four tweets. The first tweet is from a user named Sam, asking for a refund. The second tweet is from ican4consumers, offering help. The third tweet is from Sam, thanking ican4consumers. The fourth tweet is from ican4consumers, promising assistance. The interface includes standard Twitter interaction icons and a 'Hide conversation' link.

Sam @Sam [redacted] Oct 20
@Case [redacted] Got Easy Webinar, tested & didn't like the interface and non-ease of integration. Why can't I get refund 2 days after purchase?

ican4consumers @ican4consumers · Oct 20
@Sam [redacted] Hi Sam, do you need any help getting a refund?

Sam @Sam [redacted] Oct 20
@ican4consumers I am waiting to hear back from them. Will let you know :) Thanks!

2:40 PM - 20 Oct 2015 - Details

Reply to @Sam [redacted]

ican4consumers @ican4consumers · Oct 21
@Sam [redacted] No problem! Let us know if you need any help. We'll be glad to assist you

Project Overview

Objective: iCAN4Consumers is a start-up which introduced a new way to receive refunds with difficult online merchants. They needed to grow a dedicated community, fast. Brand awareness was their main goal and they wanted to leverage the opportunity social media provided to build a large and engaged social media presence.

Solution: We implemented a Facebook and Twitter program which involved Facebook advertising and aggressive Twitter outreach to meet their online objectives.

Results: Over 100,000 total impressions, over 1,500 people engaged, over 1,000 new total fans and over 800 website clicks.. And counting!

