

# bam! B2C Case Study

## OVERVIEW:

Samuels Jeweler's goal was to "leverage social media to optimize sales and increase awareness of store brands and product brands. We'd like to convert some of our loyal customers into brand ambassadors."

- Angie Gandhi, VP of Marketing

## MILESTONES:

- Built awareness in October and November 2010
- Sold first piece of jewelry, an **\$8500** engagement ring, in December 2010
- Increased Twitter followers from 150 to 732 in one month
- Increased blog views from 88 in December to 435 reads in January

## FEATURED PROMOTION:

Splash ran a Facebook and LinkedIn promotion for Valentines day, offering a coupon to save \$50 on a purchase of \$150 or more.

## HIGHLIGHTS:

- Length of promotion: **Feb 7th - 14th 2011**
- Coupon was posted on Facebook pages of Military.com, The US Army, Marines, US Navy, Air Force, Valentines Day, Samuels Wall, Samuels LinkedIn Page

## RESULTS:

- 2.1 million impressions
- 179 leads
- **Total sales attributed to coupon: \$12,000**

## CLIENT PROFILE

Samuels Jewelers



## Background

Samuels Jewelers has over 120 store front locations nationwide, servicing jewelry customer since 1891.

## Website:

[www.samuelsjewelers.com](http://www.samuelsjewelers.com)

## Social Sites:

 [facebook.com/SamuelsJewelers](https://facebook.com/SamuelsJewelers)

 [@Samuelsjewelers](https://twitter.com/Samuelsjewelers)


 [youtube.com/samuelsjewelers](https://youtube.com/samuelsjewelers)

 [blog.samuelsjewelers.com](http://blog.samuelsjewelers.com)




# Promotion Details

Coupon posted on Valentine Day Facebook page with 13,000 fans




**Valentine Day**  
It's the season of love -- what better time to celebrate your relationship than now? What's your romantic ideas to flatter your man, make him feel special and enrich your relationship?  
February 11 at 7:43pm · Like · Comment


Princess Monta and 46 others like this.  
View all 14 comments

 **Valentine Qorrolli** look at my name xDDDDD its the coolest name everrrrrr  
February 12 at 2:59pm · Like

Write a comment...



**Samuels Jewelers**  
Samuels Jewelers has the perfect coupon for you, just in time for Valentine's Day! Spend \$150 get \$50 off! Check it out:



**Posted on Valentine Day FB Page  
13,000 Fans**

February 11 at 10:47am · Like · Comment

Views of the coupon during promotion

