

bam! B2C Case Study

OVERVIEW:

Companies often cast a wide net when trying to build their online following, but what if you're trying to find and grow a specific audience for your niche products... can the BAM! offering work for you? Absolutely! A perfect example of this is DigiTech, a premier manufacturer of guitar effect accessories, including a wide variety of digital effects pedals. DigiTech enlisted Splash Media to build brand awareness and further engage and grow their following of loyal fanatics. Furthermore, DigiTech wanted to make social media an integral part of their marketing and sales efforts.

Our target audience was very specific—guitar players. After all, why would someone “Like” a distortion pedal Facebook page or follow DigiTech on Twitter if he or she didn't play guitar? They wouldn't—so the increase in followers from our subsequent campaigns was a direct result of effectively identifying, reaching and engaging with our desired target audience.

MILESTONES:

- **March 2011:** DigiTech engages with Splash Media
- **April 21, 2011:** “15 Days of Distortion Pedal Giveaway” contest launches on Facebook
- **May 5, 2011:** Facebook contest ends, winner selected by random drawing
- **July 2011:** DigiTech Fan page on Facebook reaches 9000
- **July 16, 2011:** DigiTech launches “Fan Appreciation Giveaway,” to reach 10,000 Facebook Fans
- **July 20, 2011:** DigiTech Fan page on Facebook surpasses 10,000

FEATURED SUCCESS STORY:

Our first campaign on behalf of DigiTech was a “15 Days of Distortion Pedal Giveaway” contest. Fans entered by first “Liking” the DigiTech Facebook Fan Page, then entering their email address and finally, submitting a vote for their favorite DigiTech guitar pedal. In two weeks, the page increased from 4000 fans to 8000 fans.

When their Facebook page reached 9000 fans, DigiTech and Splash Media collaborated once again to come up with a “Fan Appreciation Giveaway,” with the goal to increase Facebook fans to 10,000. We immediately created a Facebook Tab and asked the community to help us reach 10,000 fans by telling their friends and sharing the page. Anyone who became a new fan of DigiTech was included in a drawing for free iPB-10 Programmable Pedalboard (a \$500 value).

HIGHLIGHTS

By effectively targeting our audience with remarkable content in the form of contests, we experienced tremendous growth and capitalized on our already avid fan base to help us grow:

- In the first two weeks of the “15 Days to Distortion Giveaway,” the DigiTech Facebook fan base grew from **4000 to 8000 fans**.
- Our collaborative effort on the “Fan Appreciation Giveaway” truly shows what can happen when fans become fanatics. Simply by asking DigiTech fans to tell their friends and share the page with their followers, the DigiTech Facebook page grew by more than **1000 fans in just four days!**
- Joel Madden of the group Good Charlotte tweeted to his 500,000 followers regarding DigiTech's Twitter-building campaign, which included a drawing for a free JamMan Delay Looper (a \$500 value).

RESULTS:

In the span of five months, we successfully targeted DigiTech's niche audience to achieve the following results:

- Grew Facebook fans from 3655 to more than 10,000—**an increase of more than 173%!**
- Grew Twitter followers from 1800 to more than 4000—**an increase of more than 122%!**
- DigiTech attributes 10% of the total sales of its new iPB-10 Programmable Pedalboard to social media!

CLIENT PROFILE

Digitech



Background

DigiTech, a premier manufacturer of guitar effect accessories, specializes in digital effects pedals. DigiTech is a part of the renowned Harmon/Kardon family of companies. HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform.

Website:

www.digitech.com

Social Sites:

 facebook.com/Digitech

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

 youtube.com/digitechfx

 blog.digitech.com

Details

Thanks!
You are entered to win.

DigiTech
by HARMAN

Facebook Fan Appreciation GIVEAWAY!

We're giving away an iPB-10 Programmable Pedalboard (\$500 value) when we reach
10,000 FACEBOOK FANS



INTRODUCING THE NEW
iPB-10
PROGRAMMABLE PEDALBOARD

**Simplicity of a Pedalboard
Flexibility of a Multi-Effects**

Thanks for Liking Us!

To enter the contest, just vote on your favorite pedal below. You must "like" our page and have voted in the contest by Tuesday May 3, 2011 in order to be eligible to win.


Listen to samples of our pedals [here](#)

Follow us:
Twitter, RSS, YouTube



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|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
|  Lyra |  Death Metal |  Bad Monkey |  Hot Head |  Grunge |
|  Tone Driver |  Hot Rod |  Metal Master |  Screamin' Blues |  Bass Driver |


Full Name (Required to win)

 **@JoelMadden**
Joel Madden

Yo studio kids @digitech is giving away a JamMan Delay (\$500 value) just follow and RT with hashtag #jamman >good luck kids hope u win!

18 minutes ago via web ☆ Favorite ↻ Undo Retweet ↩ Reply

Mentioned in this Tweet

 **DigiTech** DigiTech
DigiTech, home of RP multi-effect processors, Vocalist harmonizers, HardWire Extreme Performance Pedals and the Whammy!

Like Us Here

WIN A LEGENDARY DISTORTION PEDAL

- 1 LIKE OUR FACEBOOK PAGE
- 2 VOTE ON YOUR FAVORITE PEDAL
- 3 CROSS YOUR FINGERS



HURRY! Voting Ends Tuesday May 3, 2011

FROM **DigiTech** by HARMAN

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