

# **SOCIAL MEDIA CASE STUDIES**

# HOMEAGAIN FACEBOOK CASE STUDY





# BUSINESS OBJECTIVES

- **Awareness:** Increase positive microchip category awareness and HomeAgain's brand leadership position
- **Prospect Pool:** Develop a HomeAgain.com prospect pool of 1,000,000 for lead nurturing and remarketing
- **Drive Multi-Layered HomeAgain Transactional Activity:** Microchip, enrollment, collar tag and other merchandise purchases
- **Renewal and Customer Engagement:** Keep customer population engaged and renewing; increase renewals
- **Boost Enrollment:** Increase (and track) online microchipped pets/enrollment to 300,000



# KEY CAMPAIGN COMPONENTS: FACEBOOK PRESENCE

A vibrant, elevated Facebook presence, powered by value-added content and contributions from a community of fans of is central to HomeAgain's social media campaign. This includes design/deployment and upkeep of Facebook tabs, ongoing fan interaction and optimization.



# FACEBOOK PRESENCE: CONTENT MIX

## Weekly Funny Pet Videos “Funny Furry Friday’s”



**HomeAgainPetRescuers**  
Funny Furry Fridays-Apparently, bowls are so overrated to this dog!

**Cute Dog Drinks Out of Cup**  
[www.youtube.com](http://www.youtube.com)  
This very smart dog loves drinking milk out of a cup. She even knows how to take the cup off when she's done!

72,478 Impressions · 0.38% Feedback  
April 8 at 5:03pm · Like · Comment · Share

Awilda Velez-Rodriguez and 243 others like this.

View all 32 comments

Write a comment...

## Reunion Stories



**HomeAgainPetRescuers**  
Check out this amazing HomeAgain reunion story in the El Paso Times. Dakota, a Siberian husky, was missing for 3 months before she was found 1,800 miles away from home. The HomeAgain Pet Recover Service arranged for her flight back to her owner. We love a happy ending, don't you?

**Family pet returned to owners after 3-month absence - El Paso Times**  
[www.elpasotimes.com](http://www.elpasotimes.com)  
After being lost for three months on a journey that took her across the nation, Dakota, a Siberian husky, is back in her New Mexico home.

65,420 Impressions · 0.57% Feedback  
Yesterday at 12:18pm · Like · Comment · Share

Karen Corkery and 325 others like this.

View all 44 comments

Write a comment...

## Being a Resource for all Pet – Related Information



**HomeAgainPetRescuers**  
April marks Prevention of Cruelty to Animals Month. Learn what you can do to help the cause here <http://www.examiner.com/animal-news-in-dallas/april-is-the-p-revention-of-cruelty-to-animals-month>

**April is prevention of cruelty to animals month**  
[www.examiner.com](http://www.examiner.com)  
April is a great time to celebrate the victories against animal cruelty and neglect. It is the official month of the Prevention of Cruelty to Animals.

65,786 Impressions · 0.71% Feedback  
April 5 at 1:10pm via HootSuite · Like · Comment · Share

Lora Davis and 433 others like this.

View all 32 comments

Write a comment...



**HomeAgainPetRescuers**  
If your pet could talk what would they tell you?

62,133 Impressions · 0.80% Feedback  
March 31 at 1:52pm · Like · Comment · Share

Barbara Schmidt and 131 others like this.

View all 365 comments

Write a comment...

# INTERACTING WITH CUSTOMERS

## Resolving Issues via Facebook

- Responding to customer inquiries
- Brand advocates rally to defend products/services
- Facebook page aids call center, positively impacting support costs
- Turning ‘badvocates’ into ‘advocates’



**Janet Bradley** I am having trouble sharing a Lost Pet story with you. I tried to share and send as email but can't find you in my friends list. Any suggestions?  
October 19 at 9:21pm · Comment · Like

**HomeAgainPetRescuers** @Janet, are you trying to share a Lost Pet Alert? Or a Found Pet Story from <http://foundpets.homeagain.com/?>  
October 20 at 9:06am · Like

**Janet Bradley** Lost Pet  
October 20 at 8:32pm · Like · Flag

**HomeAgainPetRescuers** @Janet, if you copy and paste the link for the Lost Pet Poster you can share it on Facebook. We are also working on a development update to allow you to more easily share Lost Pet Alert emails via Facebook & Twitter. Thanks!  
October 22 at 4:51pm · Like

**Janet Bradley** thank you  
October 22 at 4:51pm · Like · Flag

Write a comment...

Write a comment...

**Lauri Austin** About a week or so ago, I got an alert about a lost cat in the Fardale area of Mahwah, NJ. I thought I saved the alert (because I live in that area) but I can't locate it. However, I have noticed a cat in the neighborhood, and was trying to find out how I could let someone know - in case the cat is still missing. I can...  
See More  
Wednesday at 7:46pm · Comment · Like

**HomeAgainPetRescuers** Hi Laurie, thanks for keeping such a good lookout in your neighborhood! Please call customer service 1-888-HOMEAGAIN (1-888-466-3242) to report this issue. They'll be able to document your sighting and let you know if that particular cat has been found.  
about an hour ago · Like

Write a comment...

Write a comment...



**Colin Smith** Has anyone received the new ID tag that is chrome? I'm very disappointed with mine! The engraving with the name and ID number are not etched very deep so that will wear off soon and the front is SO shiny that I can hardly read the number to call! I got Bogart a new name tag at Petco and the etching is far deeper and it...  
See More  
September 23 at 10:28pm · Comment · Like

**HomeAgainPetRescuers** Hi Colin, thanks for the feedback. About a year and a half ago, HomeAgain completely reevaluated the etching on our tags and redesigned them for optimal readability and durability. We stand behind our products and receive very few complaints about their performance. However, if you have a concern, please call customer service 1-888-HOMEAGAIN (1-888-466-3242) and we will address it. We hope to give you, and all of our customers, the best possible products and services.  
September 24 at 10:52am · Like

**Vicki Hill Carrigan** I got one of the new ones and it is much better than the first one. Thanks for making product improvements!  
September 24 at 5:08pm · Like · Flag

**Colin Smith** @ Vicki can you see the phone number clearly on the front? Mine is so shiny (and small) that it's very hard to see. Just curious thinking I might have just gotten a defective one by mistake. Oh! and they are a lot better than the plastic ones :)  
September 24 at 8:23pm · Like · 1 person · Flag

Write a comment...

Write a comment...

Write a comment...

# RESULTS

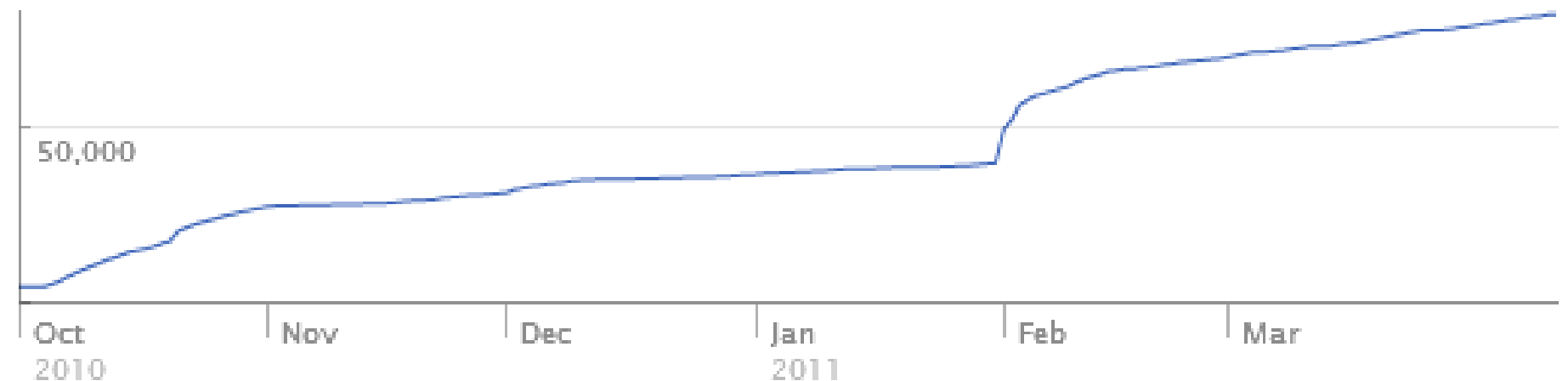


# FACEBOOK LIKES

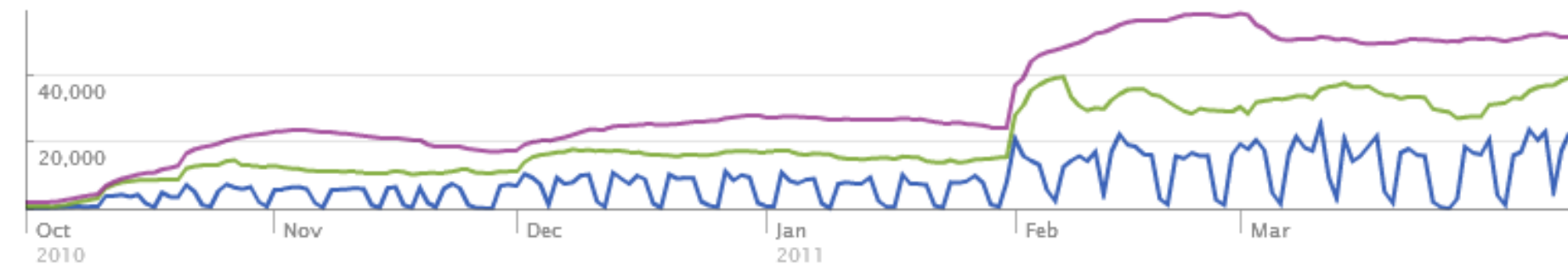
## Rapid Growth since the page went live

- Strong growth as well as high levels of interaction within the FB community.
- Regular activity on a Monthly, Weekly and Daily basis.
- Interaction has not tapered off, which can be common on some FB pages.
- Even after campaigns that generate quick growth, still persistent levels of activity.

☒ Total Likes



☒ Daily Active Users ☒ Weekly Active Users ☒ Monthly Active Users



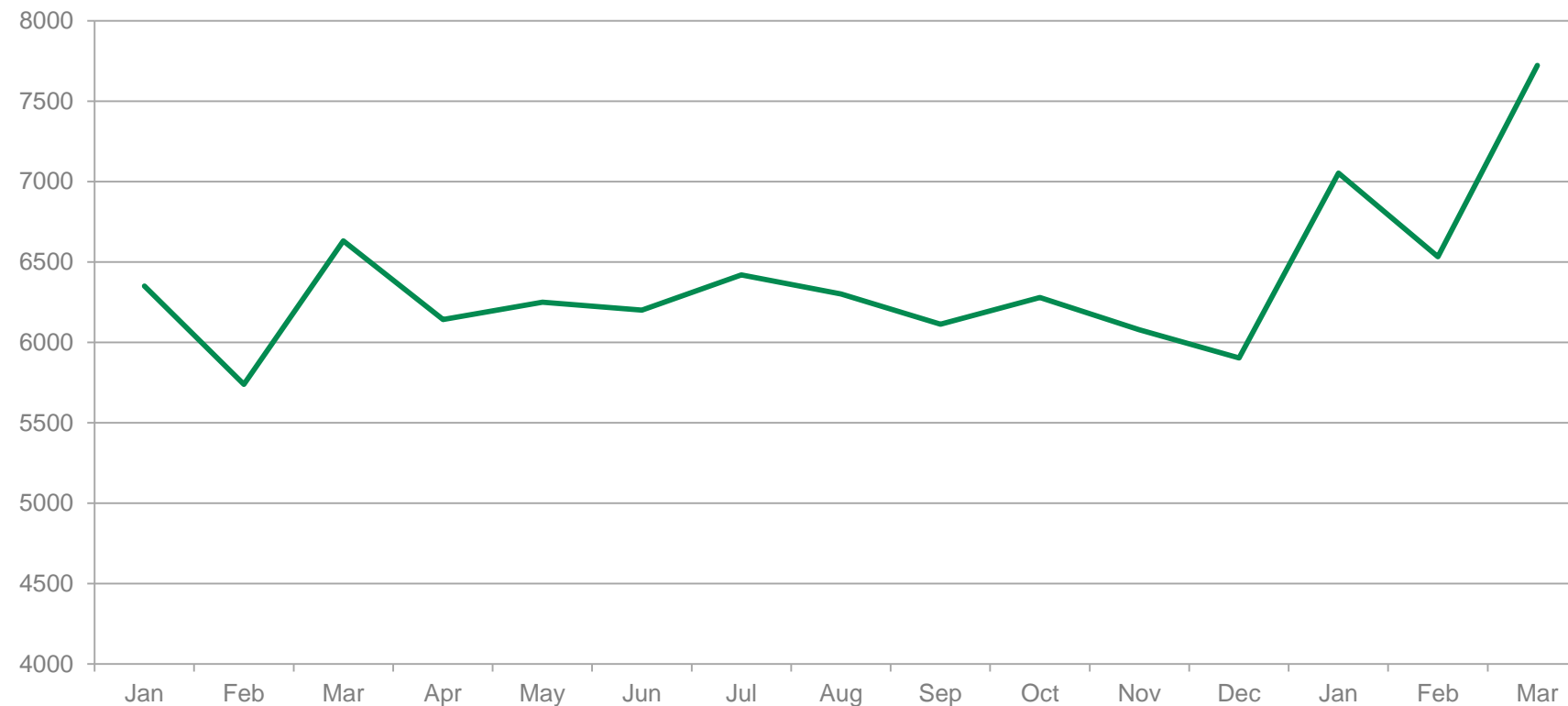


# ENROLLMENTS

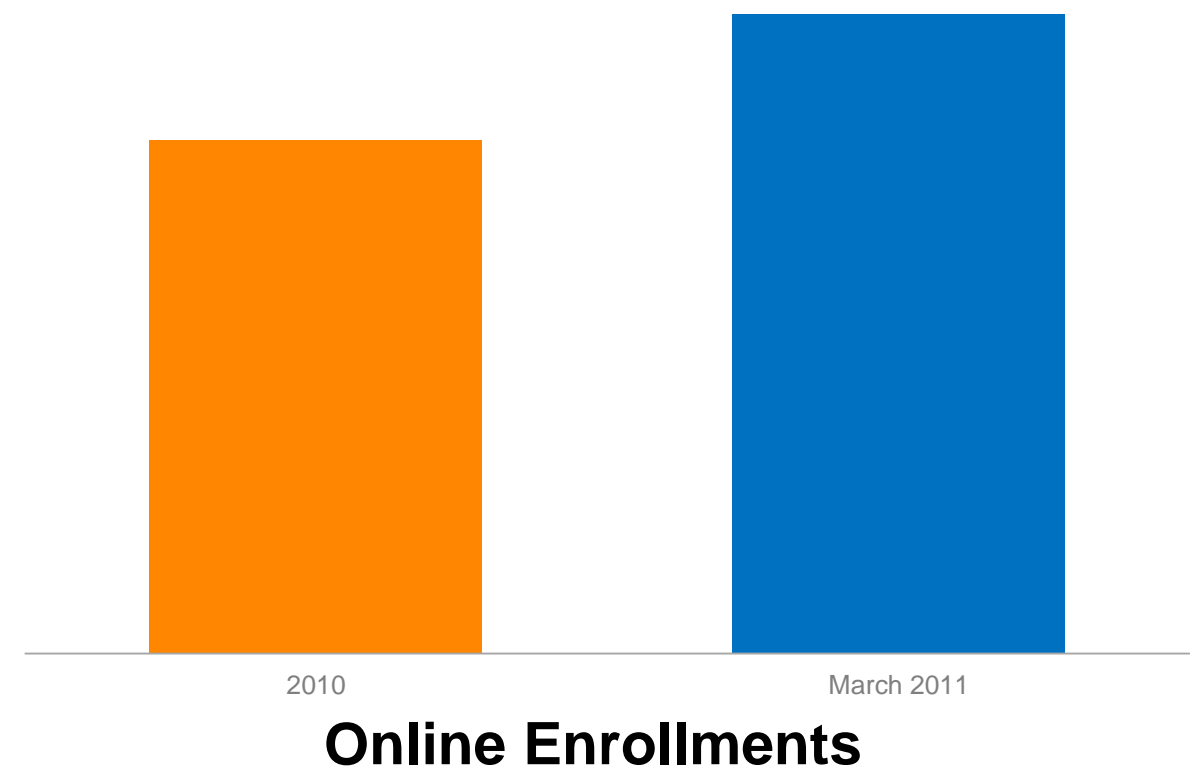
## How has Social Media influenced Enrollments?

- Online enrollments relatively level through 2010
- March 2011 saw dramatic growth

**Enrollments**



**Improvement**  
**20%** 



# EL AL USA SOCIAL MEDIA

2011 Results and Highlights





# STRATEGIC OBJECTIVE

Our strategy for EL AL Social Media focused on creating a community around consumers who are passionate about the destination, want to experience visiting Israel, and have a greater connection with EL AL when thinking of Israel.





The opportunity for EL AL is our unique ability to leverage social media and share what is a memorable Israel vacation, as well as showcasing the airline. As the national carrier for more than 60 years, we know Israel best and can utilize our insider connections and insights to generate excitement among our consumers.





We used a variety of techniques to drive awareness and bookings to Israel aboard EL AL.

These tactics and strategies leveraged all three platforms (Facebook, Twitter and the Skywords with EL AL blog) to help build excitement and generate awareness to connections of those in the know.

On the Facebook and Twitter platforms, we used paid and unpaid (organic) ways to drive traffic and users to our sites.



**EL AL**  
IT'S NOT JUST AN AIRLINE. IT'S ISRAEL.

## The Path To Israel Is A Breathtaking Sight to See!

Join Matmid Today:

- Earn Bonus Tickets and Upgrades to Business and First Class
- Priority Seat Selection
- Accumulate Points on Purchases from EL AL Partner Companies



Ad Preview

Edit

**EL AL Israel Airlines USA**



Why Israel? It's THE place to visit this Spring. There's tons to see, friendly people, great weather, tasty food & attractive prices.

Like · 30,528 people like this.

[View on Profile](#) · [Create a Similar Ad](#)

**Friendlier Strategy**

Continue to implement a friendlier tone on the Facebook page, allowing our community to become a welcoming destination for those interested in Israel and EL AL Airlines.



Interaction from Fans

From asking questions on our wall posts to responding to comments, more interaction creates a feeling for our fans that we care and listen to what they say.



**EL AL Israel Airlines USA**  
We just launched a brand new redesigned website check it out and let us know what you think.

<http://elal.com/ELAL/English/States/General/>  
[www.elal.co.il](http://www.elal.co.il)

6,540 Impressions · 0.70% Feedback  
Unlike · Comment · Share · March 1 at 1:50pm

You and 31 others like this.

View all 14 comments

 **Moishe Rubinsky** Nicely done, clean and simple to navigate. Yasha Koach!  
March 2 at 3:12pm · Like

 **Crystal King** Very sophisticated and professional!  
March 2 at 11:45pm · Like

Write a comment...



**EL AL Israel Airlines USA**  
Who hides the afikomen in your house? If it is you where has your best hiding spot been?

5,178 Impressions · 0.54% Feedback  
Like · Comment · April 18 at 11:50am via HootSuite

18 people like this.

View all 10 comments

 **Shmendy Fasten** When the time came to look for it, I put it back to it's original place which is the last place anyone would look for. It was hilarious.  
April 18 at 2:59pm · Like

Write a comment...



**EL AL Israel Airlines USA**  
EL AL is pleased to introduce its latest promotion for Matmid Club members traveling round trip in Business Class from the USA to Tel Aviv this September and October.

 **Travel in Style | EL AL Airlines**  
[www.elal.co.il](http://www.elal.co.il)  
Travel in Style

10,772 Impressions · 0.24% Feedback  
Like · Comment · Share · August 15 at 5:17pm ·

21 people like this.

 **Katherine Yoder** I want to go!!!!  
August 15 at 5:24pm · Like · 1

 **Alison Itskowitch** sababa!  
August 15 at 5:28pm · Like

 **Vickie Chafin** I want to Go Too!!!!!!!!!!!!!!  
August 15 at 7:35pm · Like · 1

 **Gayle Kennington** Matmid won't allow me to put in my "City".  
August 16 at 5:39am · Like

 **EL AL Israel Airlines USA** Hi Gayle, Can you send an e-mail to [jwhitcomb@flightpath.com](mailto:jwhitcomb@flightpath.com) so we can help you further.  
August 16 at 12:13pm · Like

Write a comment...



# EL AL Introduces our “Fan of the Week”

To further show appreciation to our fans and community, we launched a promotion called, “Fan of the Week.”

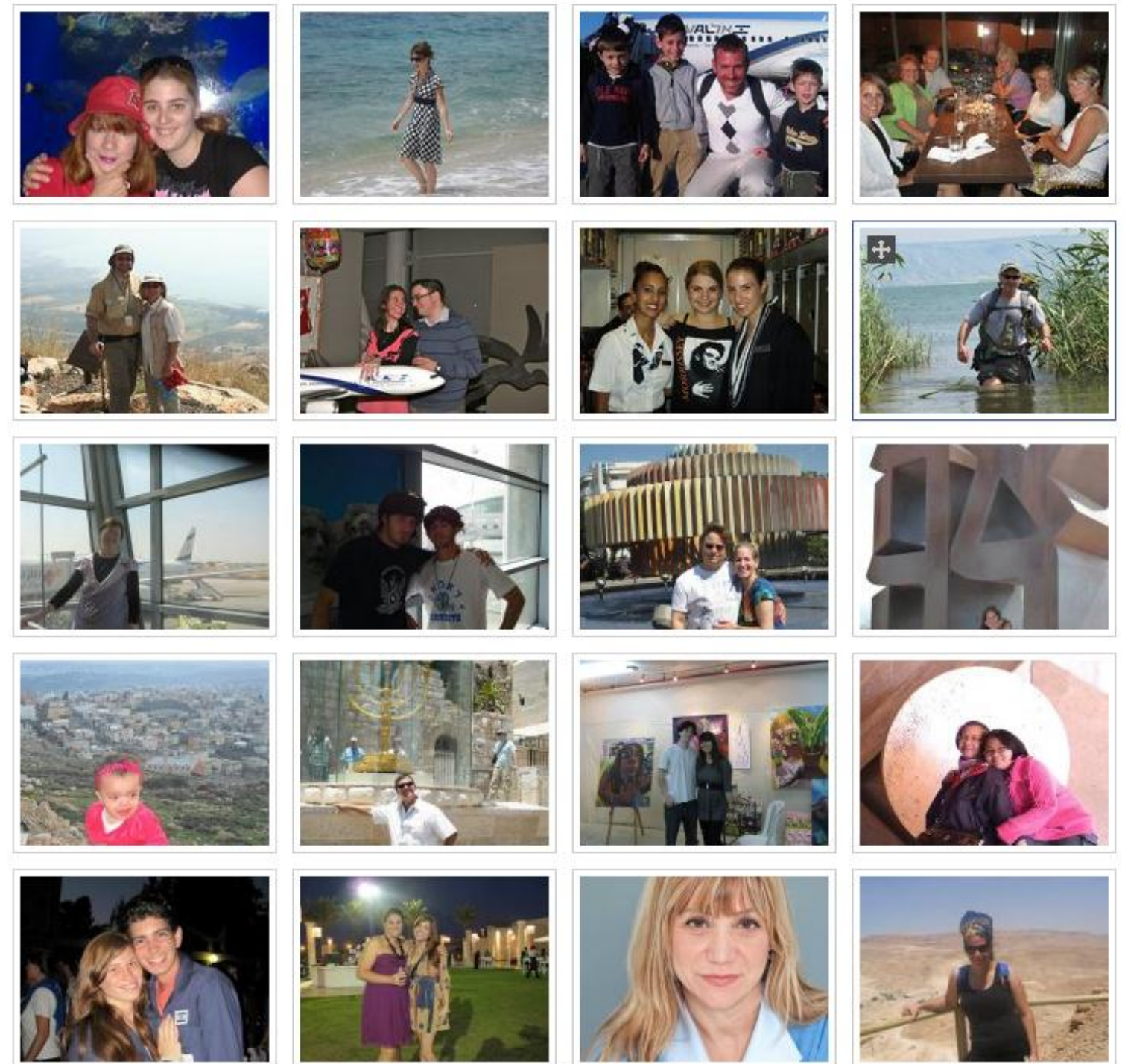
Members enter simply by uploading a photo to the Facebook Wall that connects them to EL AL and/or Israel in some way.

Each Friday we choose one of the uploads and feature that image in our profile.



## EL AL Fan of the Week

By EL AL Israel Airlines USA (Albums) · Updated last Friday · [Edit Album](#)





## FACEBOOK RESULTS

28,265 New Facebook Fans  
(Jan 1 – Nov 1, 2011)

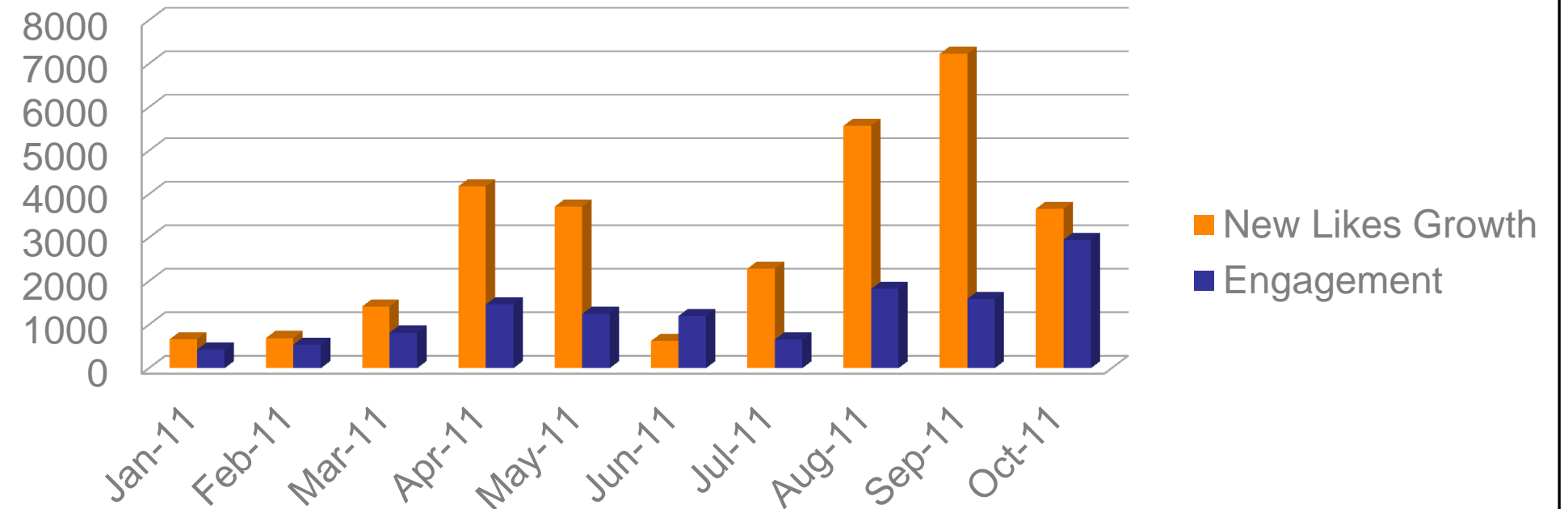
31,127 Total Current Fans

## TWITTER RESULTS

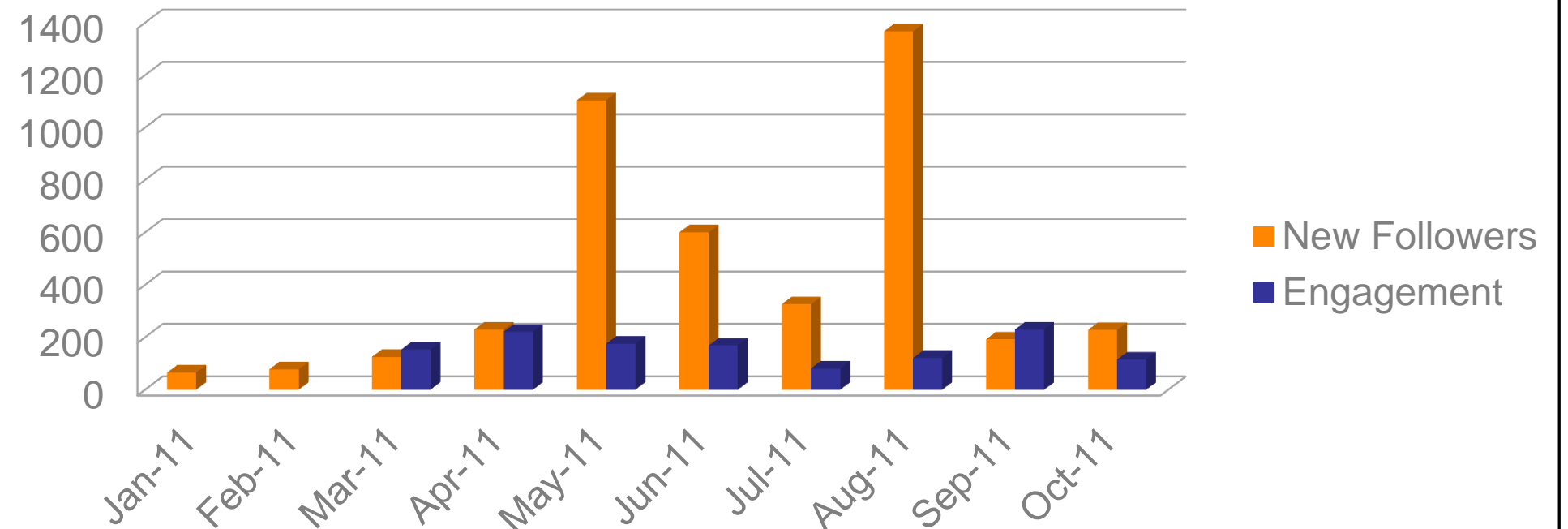
4,544 New Twitter Followers  
(Jan 1 – Nov 1, 2011)

7,275 Total Current Followers

### EL AL USA Facebook Page



### @ELALUSA Twitter Handle



# TESTIMONIALS

**"John provided exceptional value as a community builder for several of our key clients, as well as, played an indispensable role in building out our social media competency/capability. Additionally, everyone who worked with John benefited from his positive, can-do spirit and his passionate enthusiasm for his beloved Dolphins- among many other things!!" December 29, 2011**

***Cliff Medney – Chief Creative Strategist  
Flightpath***

**"John worked hard on the EL AL account and we saw direct results from his actions. He was a pleasure to work with and always got back to us in a timely fashion. Highly recommend!" December 14, 2011**

***Jessica Hoffman, EL AL USA  
Flightpath Client***

**"At my three months at Flightpath I learned more about social media, business ethics and hard work than I ever imagined I would in such a short period of time. And this was all a direct result of having John as my supervisor. He has a strong ability to create and manage campaigns from the creative and process point of views which is evident in the success of the campaigns John has been a part of. John is an extremely passionate and motivated Social Media Strategist and any company would be more than lucky to have him on their team." October 24, 2011**

***Alison Saul – Flightpath Intern***