

# Facebook Marketing that Delivers Likes

Once Upon a Child, the nation's largest chain of children's resale stores with more than 210 locations in the U.S. and Canada.

## Objective

Once Upon a Child in Oak Brook, IL was in need of a social media presence. The franchise location owner hired Idea to create a Facebook page and strategize ways to engage a local community audience.

## Solution

Idea created a sweepstakes campaign followed by a photo contest campaign strategically aimed to drive real local likes and engage users on Facebook.

Starting with implementing a strategy within the client's budget and timeframe, Idea designed the online campaigns, along with the in-store collateral and email campaigns. Idea managed public relations, contest promotions, and analyzed traffic throughout the campaign.

## Highlights

- Campaigns drove over 1,600 local real Facebook fans in 3 months
- Over 4,400 visitors viewed sweepstakes and photo contest
- 74% of gained likes fall into targeted demographic: local women 18-44

**4928%**

Increase in Fans

**4,400+**

Visitors

*"Together we brainstormed many ideas, contests, and giveaways...but with focus, Idea helped set realistic goals to get the community to like our brand on Facebook and continue to be excited about it, all within my budget."*

Rachel Gutierrez, Franchise Owner

