

GATSBY NAILS

Gatsby Nails utilized Vionic's Deal Maker Pro to gain leads by engaging with Facebook fans and promoting their business.

Quick Background

Gatsby Nails is a small nail salon located in Mexico. 6 months ago they were on the verge of bankruptcy and were about to selling their business. What saved them was running ads on Facebook to grow awareness of their business. As of today, they now have 2 locations with total of 14 employees!

Goal

With their business losing traction, Gatsby Nails wanted to seize the opportunity to gain new fans and leads on Facebook.

Solution

Gatsby Nails created a Facebook Sweepstakes using Vionic's Deal Maker Pro application. The campaign offered fans the opportunity to win a free full set of nails.

To enter the contest, Facebook users had to:

1. Enter Name
2. Enter Email
3. Comment their favorite nail designs on Gatsby Nails' Facebook Post

To promote entries, Gatsby Nails gave participants a unique link to share their Sweepstakes with friends. Every time a friend entered through their unique link, the referrer earned an additional sweepstakes entry!

With an increase of 172 Facebook Page Likes due to 460 entries, Vionic's Deal Maker Pro helped Gatsby Nails take their Facebook Page to the next level.

But they didn't stop there.

Quick to capitalize on their new leads, Gatsby Nails emailed each participant a coupon for 20% off their next purchase at Gatsby Nails!

7 Days

Campaign Duration

460

Total Entries

1,094

New Fans

#1

Post in Page's History



Before

Started: February 16, 2015

0

Entries

4,288

Facebook Fans

12

Avg. Post Likes

After

Ended: February 23, 2015

460

Entries

5,382

Facebook Fans

1,872

Avg. Post Likes