



KIWILIMÓN

Spanish-based cooking community, Kiwilimon, was the talk of the town when they used Vionic's Deal Maker Pro on Facebook.

Quick Background

Kiwilimon is a Spanish language web community featuring recipes of people passionate about cooking. It is a place for people to share recipes, ideas, tips, and ask questions about food. With over 3 million users and thousands of recipes, Kiwilimon is the #1 cooking community specializing in Mexican recipes.

Goal

Kiwilimon wanted to seek Facebook Fan feedback while simultaneously growing their fanbase.

8 Days
Campaign Duration

Solution

Kiwilimon created a Facebook Poll using Vionic's Deal Maker Pro application. The campaign offered fans the opportunity to vote for which recipe they wanted to see made into a video tutorial.

To vote in the Poll, Facebook users had to:

1. Like the Kiwilimon Page
2. Vote on 1 our of the 4 recipes

To entice voting, Kiwilimon kept their promotion ripe using Facebook's 'Pinned Post' feature.

"After 9 Days and 224 votes cast, Vionic's Deal Maker Pro helped Kikilimon gain over 3,000 new fans!"



3,098
New Fans

224
Entries

Before

Started: August 11, 2014

0

Votes Cast

185,522

Fans

19,200

Page Engagement

After

Ended: August 18, 2014

224

Votes Cast

188,620

Fans

21,200

Page Engagement