



OFFICEMAX MEXICO

OfficeMax Mexico was able to dramatically increase Likes and engagement on its Facebook fan page in a short time, at a low cost by using Deal Maker Pro.

Quick Background

OfficeMax Mexico provides top, trusted brands for office products, technology and office furniture, so that customers can maintain a more organized office, classroom and home.

Goal

To post more engaging content in order to earn more Facebook Likes and stir up activity on OfficeMax Mexico's social media pages. To go about this, OfficeMax Mexico turned to Vionic.

Solution

OfficeMax Mexico created a Facebook contest using Vionic's Deal Maker Pro application. To enter the contest, Facebook users had to enter the following: 1. First name 2. Last name 3. Email 4. Responses to questions regarding the México vs. Panamá soccer match.

The contest included a Like Gate, which required participants to Like the OfficeMax Mexico Facebook page in order to enter to win. Requirements 1-3 allowed OfficeMax Mexico to build a potential customer database. The fourth requirement encouraged participants to actively engage on the page about a time relevant topic.



+3,269
Likes

+3840%
Engagement

Before

Contest Start Date: Oct. 24, 2013

20,428

Page Likes

173

Page Engagement

3

Avg. Post Comments

7

Avg. Post Likes

After

Contest Start Date: Oct. 30, 2013

23,697

Page Likes

6,644

Page Engagement

6,331

Post Comments

2,780

Post Likes

Contest Entries: 7,640

OfficeMax Mexico saw a dramatic increase in Likes and engagement in a mere week.