

CASE STUDY / CREATING A SMALL BUSINESS HAVEN

CLIENT/BRAND: OFFICEMAX - B2B

CHALLENGE:

To support a company-wide shift in focus on small businesses, OfficeMax needed to create a small business presence on social media. The problem: how to establish a relevant new voice on social that establishes our presence in the small business sector without alienating the current retail consumer fan base.

SOLUTION:

To court small businesses, we first had to position OfficeMax as an expert resource for business owners. To do this we created a business focused environment on social that we populated with internally generated articles, videos, infographics and advice to help create awareness of the brand as a leader in small business solutions. We created sharable landing pages (so as not to dilute messaging between target demos) within several social networks to host the new content including emerging platforms like showcase pages and lead generating cards on twitter. Lastly we promoted this new content to key influencer to earn credible recommendations.

RESULTS:

Within one week of the launch, we acquired over 9,000 targeted small business fans – well above the goal for the entire campaign – at a rate of \$.90 per fan (below the industry standard cost for acquisition). We successfully created a relevant and informative social space for our business owners and positioned the brand as a resource for them without losing our existing retail fans. In addition we earned thousands of highly targeted leads for sales.

