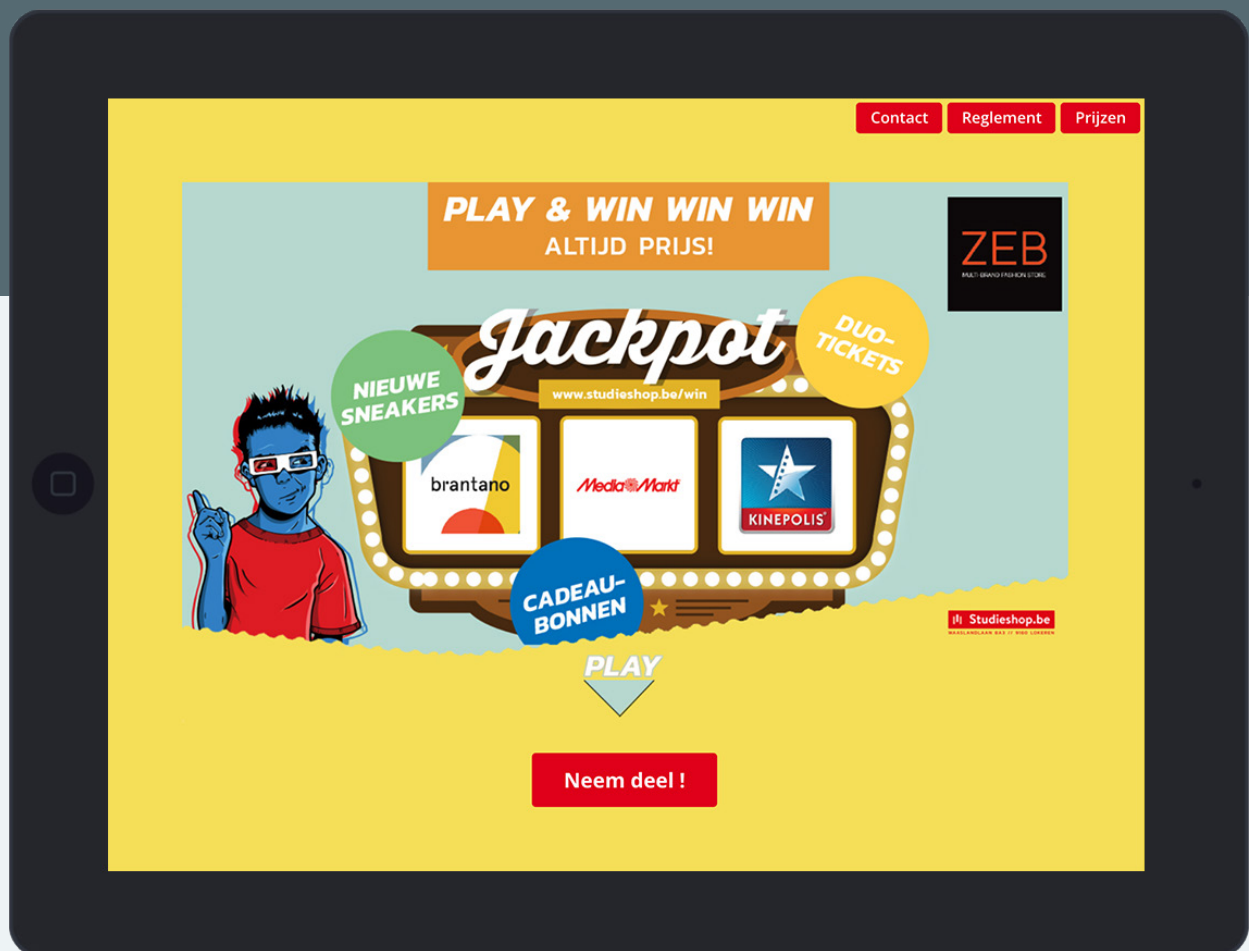




## CUSTOMER STORY

# Studieshop.be

How Studieshop.be attracted  
2,000 Facebooks fans in 2 months





**Studieshop.be** is a webshop through which high schoolers and school staff can buy schoolbooks. Not the sexiest item to target young people with, right? That's exactly how Ivan Coeckelbergh, Managing Director of Studieshop.be, felt. He wanted to change the conversation and increase brand exposure by projecting a nice, "cool" image.

“We had just set up a Facebook Page in order to try and connect with our target group consisting of young people,” Ivan Coeckelbergh explains. “Yet one issue remained: schoolbooks are only needed once a year. How to gain their attention and engage with them throughout the year?”

## CAMPAIGN GOALS



Develop Studieshop.be's visibility and brand image with high schoolers;



Grow their fan base on Facebook and be able to spark continuous interaction through a consistent content marketing strategy;

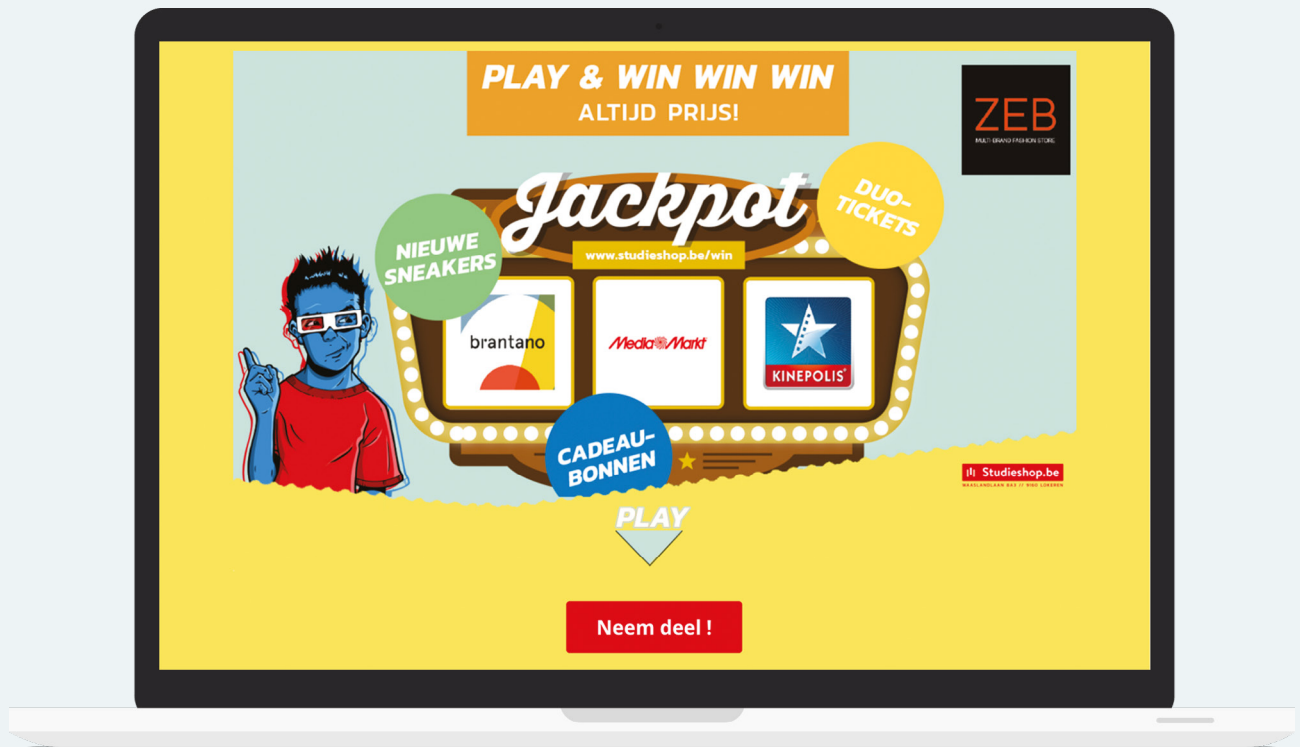


Find out what school was involved with which competitor.



# WHAT THEY DID

The first step for Studieshop.be was to find a way to bring customers back online once they had received their books. They imagined a fun campaign that would appear as irresistible to their customers: a [Jackpot](#) game to win gift certificates from their favourite brands. To implement this interactive action, Studieshop.be chose Qualifio\*.



**CAMPAIGN FORMAT**  
JACKPOT



**LENGTH**  
2 MONTHS



**PRIZES**  
GIFT CERTIFICATES

\* [Qualifio](#) is Europe's leading interactive marketing & data collection platform. It allows businesses like Studieshop.be to create and publish +40 formats of interactive content on websites, mobile apps, social media, and dedicated minisites..



## PHYSICAL-TO-DIGITAL STRATEGY

Studieshop.be already had a great channel through which they could promote their action to bring people back online: delivery boxes.

As usual, customers received their order in cardboard boxes, except that those had been completely redesigned for the occasion: bright colours, a more modern logo, etc. Studieshop.be had also printed the partners logos on the top of each box in order to promote their online campaign.



“We partnered with brands that attract to young people, such as Kinopolis or Media Markt, and we managed to have enough prizes to be able to promote our campaign and say that everybody could win. It also allowed us to go viral without spending too much money.”

Inside the boxes themselves, there was a flyer on the top of the books (so as to be directly visible when the student would open the box) with a big call to action:

“Go to [studieshop.be/win](https://studieshop.be/win)” — a dedicated custom URL created through Qualifio.

When accessing the webpage, participants entered a Jackpot game in which they were first asked whether they wanted to follow Studieshop.be on Facebook thanks to a

[Soft Gate](https://www.studieshop.be) —>



Participants could then connect using their Facebook account and answer a couple of additional questions like what school they go to and where they usually order their books.



## EVERYBODY WINS!

... if they share the campaign on Facebook! Sharing the campaign came with two benefits for the participant: they got a second chance and they were sure to win a prize. This incentivized Facebook share feature was very important for Studieshop.be in order to reach high schoolers who weren't existing customers.

The day after they participated, students received their gift certificate via email. In order to promote the campaign even further, Studieshop.be also created Facebook Ads.

### 4 KEY INGREDIENTS OF THE CAMPAIGN:

- A sponsored action that encouraged participations: "Always a prize!";
- A physical-to-digital strategy that drove customers to online contest;
- An identification form to collect data and get to know their audience;
- A huge incentive to share action with friends on Facebook.

## RESULTS



*The result, a 20% conversion rate, was more than twice as high as our expectations!"*

Studieshop.be knew that their business was perceived as "boring" and "uncool" by their customers. Out of the 50,000 boxes sent to high schoolers, their objective was to achieve a 5-10% conversion rate. Yet they got over 10,000 participants, which represents a conversion rate of more than 20%!

The Facebook share strategy worked out pretty well too: 38% of participants chose to share the campaign with their Facebook friends.



They also noticed that a lot of people playing were, in fact, not clients, but rather prospects who were used to order their books through competitors' websites.

“ *What we are happiest about is the fact that we now have over 2,000 fans on our brand new Facebook Page. With this type of audience, we can start building a real content marketing strategy to target this community.*”

### CAMPAIGN PERFORMANCE:

- **Drive-to-web performance:**  
10,500 Unique participants, which represents a 20% conversion rate
- **Incentivized sharing feature performance:**  
4,000 Facebook shares, which represents a 40% conversion rate
- **Facebook Soft Gate performance:**  
2,100 Facebook fans in 79 days, which represents a 20% conversion rate

