

Category: 6. Best Social Media Campaign
 Description: Type 2 Fix Campaign
 Client: Buttonfix Limited
 Agency: CIB

Buttonfix is the developer of the innovative Button-fix range of removable panel fasteners. An award-winning product, Buttonfix wanted to increase awareness of its Type 2 Fix amongst its day-to-day users with an objective to specifically drive plumbers and bathroom fitters to the company's website.

The campaign is a fantastic example of how detailed analysis of a social media advertising campaign's targeting and creative can optimise a small budget to achieve outstanding results.

- Total number of clicks throughs from the two-stage Facebook advertising campaign – 6,763
- Total number of people that took an action (e.g. liked, shared or commented on the post) after viewing the adverts – 556
- 4,700% increase in year on year traffic to Buttonfix 'where to buy' landing page
- Content relevancy score of 10

"The Facebook advertising campaigns created by CIB produced real results – we've received phone calls about product pricing and for further information, and our website analytics demonstrated a 4,700% increase in traffic from last year to our 'where to buy' page."

Julie Freedman
 Head of Sales and Marketing
 Buttonfix

