



BRIGHT AGE GROWS THE CORPORATE PAGE AND DEVELOPS INDIVIDUAL FACEBOOK PAGES FOR FLIP FLOP SHOPS, WHICH HAS NEARLY 100 LOCATIONS GLOBALLY.

FLIP FLOP SHOPS HAS ESTABLISHED ITSELF AS THE ULTIMATE DESTINATION FOR THE HOTTEST BRANDS AND LATEST STYLES OF FLIP FLOPS, SANDALS, AND CASUAL FOOTWEAR ON A GLOBAL LEVEL. AS A BEST IN CLASS RETAILER, IT IS TIME FOR THEM TO ESTABLISH THEMSELVES SOCIALLY. BRIGHT AGE HAS A STRATEGIC SOLUTION.

Background

With locations throughout the US, Canada, Caribbean, South Africa, and the Middle East, Flip Flop Shops has established itself as the ultimate destination for the hottest brands and latest styles of flip flops, sandals, and casual footwear. They are spreading the Free Your Toes lifestyle throughout their retail shops in malls, airports, theme parks, and more. Customers appreciate the authentic retail experience, knowledge and curated selection of the best brands and styles to suit their needs. Flip Flop Shops lives to create innovative ways to Free Your Toes and Free Your Life, to promote a casual, healthy, stress-free lifestyle.

Challenge

To be the leader in the flip flop industry, Flip Flop Shops had to create a social media community that was engaged with an authentic brand. While having a presence on the corporate level across all social media channels is essential, their brand wanted to primarily develop their Facebook community. As a rapidly growing franchise, Flip Flop Shops had to identify the best way to create a large community for the corporate page, but also have individually existing pages for each of their franchised shops. They sought to create a large community that all their fans could be a part of, but they also wanted each of the shops to feel personable, relatable, and authentic.

Solution

Flip Flop Shops partnered with Bright Age Digital Creative Agency to implement Facebook's best practices for page creation, content curation, and community development. The strategy would include to begin creating content that embraced their lifestyle while showcasing their brands in a way that engaged the community. Shop owners produced their own localized content in conjunction with the content developed by Bright Age. Our strategy included running a Page Likes campaign on the corporate page with varying images and messaging for multiple target audiences, targeting specifically the cities where the shops are located. Their four audiences would include varying ad sets for Men and Women, as well for different age generations. By simultaneously running a Page Likes campaign on the corporate page and publishing engaging daily content across each of the location pages, it would allow for an opportunity for the corporate page to develop while each of the individual shops would benefit from high-quality content and established credibility.



MONTHLY IMPRESSIONS
1.1 MILLION



PAGE LIKES GROWTH
+3,566

Results

Bright Age drove astonishing results for Flip Flop Shops during the first month of launching the social media marketing campaign. The Facebook Page Likes campaigns lead to a 13% growth in total Flip Flop Shops followers. This growth included an increase of 3,566 organic and paid Page Likes, but it didn't stop there. Following the first month's rapid page growth, the impressions and engagement would quickly do the same. During the second month of the campaign, Bright Age garnered 1,085,229 impressions for Flip Flop Shops on Facebook. This iconic milestone of monthly impressions was a 51% growth from the previous month. With these impressions came over 4,200 monthly post engagements and reactions, an 18% increase from the previous month. Bright Age and Flip Flop Shops look forward to a long partnership for their rapidly growing franchise to develop an online presence that embraces their brand's lifestyle.