

Sub-Zero and Wolf

Company Background

Sub-Zero and Wolf Appliance is an industry leader in refrigeration, wine storage and cooking equipment. Founded in 1945, Sub-Zero acquired Wolf in 2000.

Objective

Christopher Parr was on a mission. The Brand Communications and Interactive Marketing Manager for Sub-Zero and Wolf wanted to make the company's Facebook Page—the free public profile that enables companies to share their business and products with customers on an ongoing basis—a “destination” for consumers interested in luxury appliances.

Previously, the company had begun its move to a business-to-consumer focus from a business-to-business approach. Its foray into the consumer world started online with its website. With the emergence of social media platforms, Sub-Zero and Wolf wanted to further engage with customers.

To choose a social media platform, the company researched its options. Sub-Zero and Wolf customers weren't on Twitter and they weren't on MySpace but they were on Facebook. So, in August 2009, Sub-Zero and Wolf decided to establish a brand presence with a Facebook Page.

Now that the company was on Facebook, the next step was increasing the number of Facebook users who connected to its Page by “liking” it.

“Reaching connections of friends and fans helps us target like-minded consumers. This is the power of Facebook advertising for Sub-Zero and Wolf Appliances.”

Facebook Executive Summary

Client:



Objective: Build a quality Facebook Page that would serve to attract new customers and build loyalty

Solution: Target Facebook advertisements to friends of the company's Facebook customer base

Takeaways:

- Sub-Zero and Wolf grew its Facebook fan base by more than 500 percent
- By frequently updating its Facebook Page with news, tips and contests, the company was able to build loyalty that's expected to translate into sales.



Christopher Parr,
Brand Communications &
Interactive Marketing Man-
ager, Sub-Zero and Wolf

Approach

Based on its audience intelligence, Sub-Zero and Wolf knew a potential customer's friends and family had the strongest influence on luxury appliance purchases. Because its research had shown that this target audience could be found on Facebook, the company wanted to use Facebook's platform to expand its reach. Facebook ads presented a way to jump-start that expansion.

Using Facebook's audience targeting, the company aimed its ads directly at people who were friends on Facebook with users who had already connected to its page. It also targeted users who had listed keywords including 'kitchen,' 'cooking,' 'HGTV,' 'Epicurious' and 'refrigerators' in the 'Likes and Interests' section of their Facebook profiles. The ad campaign, which ran for four days in December 2009, created initial interest and promised on-going value.

The company's call-to-action directed interested Facebook friends to its Facebook Page's wall—the spot on the Page where a company can post news, photos and other content while allowing people to comment. There, people could engage with Sub-Zero and Wolf and read content on kitchen designs, recipes and related topics. If people liked what they saw, they could also connect with the Sub-Zero and Wolf Page by "liking" it. In addition, they could "like" the individual bits of content, starting a cascade of postings across their network of Facebook friends.

Once Sub-Zero and Wolf had created momentum with the ads, the company posted a variety of content to continue to grow its base of connections. Among the content was:

- **News:** "There's a reason why the top designers select Sub-Zero and Wolf. Look at the amazing kitchens



- designed by Architectural Digest's Top 100"
- **Tips:** "How to make great steaks on the Wolf Outdoor Grill, get the full recipe..."
- **Contests:** "Share your culinary creation and win a \$100 gift card to Apple's iTunes Store."

Results

The campaign generated a 500 percent jump in the number of people connected to the company's Facebook Page.

By mid-June of 2010, while frequently updating its Facebook Page, the company had grown its Facebook Page connections to more than 100,000 users. Facebook analytics show the demographics of its Facebook Page connections correlate strongly with its consumer audience.

What has been the business impact? Sub-Zero and Wolf expects its Facebook goodwill to lead to higher sales. Already, the company says Facebook referrals have directly led to higher

quality visits to the company's website. The website metrics for visitors originating from Facebook have risen for number of pages viewed and time spent on the site.

As the company connects these activities with opportunities in its customer relationship management system, it will be able to track sales transactions directly to its Facebook community.

The Future

Sub-Zero and Wolf has been focused on building a fan base of customers and prospects. But kitchen designers and Sub-Zero and Wolf dealers are participating in the Facebook discussions as well, suggesting an ecosystem has organically developed in its Facebook community. All of these audiences are drawn together by their Sub-Zero and Wolf association. The first stories of these connections turning into sale cycles have started to come in.