

Case Study

A Chip Shot To Social Commerce Success

Nike Golf's Facebook Product Launch and Giveaway Drives Sales and ROI



The Challenge

With the Masters Tournament and the upcoming launch of their revolutionary Augusta 20XI golf ball on the horizon, Nike Golf wanted to tap into the power of their 680,000 loyal fans on their Facebook page to amplify the 20XI product launch.

So they embarked on a journey to find a partner to design a product giveaway delivered through a Facebook store built with a shopping cart, and sophisticated enough to handle both a limited-time window and limited-quantity exclusive promotion.

The Solution

Successfully timing and executing the product launch in Facebook required an experienced social commerce partner.

After considering several approaches, Nike Golf turned to ShopIgniter, a provider of innovative social commerce solutions.

ShopIgniter's social commerce software platform enables brands like Nike Golf to run social promotions around exclusive or limited-quantity products, drive viral consumer response, identify and reward their most influential fans, easily accept and fulfill a Facebook store transaction and even deliver a consolation code for those too late to respond.





A Chip Shot (cont.)

Nike Golf asked ShopIgniter to design a social promotion around their new revolutionary golf ball, the Augusta, green swoosh, 20XI. Conveniently coinciding with the Masters Tournament, Nike Golf celebrated both events by giving away a limited number specialty green swoosh 20XI golf balls to Facebook fans. The newly engineered golf balls were seeded to a limited number of fans weeks before the retail launch, creating a highly viral and exciting experience for avid fans.

Gone in 60 seconds

In the three consecutive days leading up to the Masters Tournament, Nike Golf posted a daily giveaway of the new golf balls on their Facebook page. Available on a first-come, first-served basis, fans clicked through the wall post to claim their free sleeve of golf balls. Any user could re-share the promotion to their social network which resulted in an increase of 62,000 impressions from re-shares. On day one, the sleeves were locked-up by fans in less than three minutes. Days two and three, the sleeves were gone in 60 seconds.

When the product went “out of stock” latecomers were offered a consolation prize of a free shipping coupon code applicable to any product on nikestore.com.

This “energy giveaway,” program amplified enthusiasm for both the 20XI golf ball and the tournament, and resulted in a 6-under-par round (that’s a 6x return on investment) for the Nike Golf team not to mention 200 happy fans who acquired the exclusive ball.

The Nike Golf Energy Giveaway Scorecard

During the three days of the “energy giveaway:”

- Two hundred lucky Nike Golf fans won a free sleeve of limited 20XI golf balls.
- The limited-quantity 20XI balls were gone in 6 minutes.
- Facebook post impressions and shared impressions significantly increased: 62,000 incremental impressions from Facebook shares.
- Facebook post interaction rates on the Nike Golf page more than doubled.
- Immediate reaction to the post (100 unique engagements in 30 seconds)
- Clear branding experience across all aspects of the post and application.
- Latecomers using the promotional code to make purchases on the Nike Golf site drove the ROI up to 6x that of the cost of executing the giveaway.





A Chip Shot (cont.)


ShopIgniter serves the social commerce needs of enterprise retailers, brands and agencies. With its enterprise-grade social commerce engine, ShopIgniter helps brands and retailers easily manage and execute efficient integrated social commerce programs that move beyond brand awareness to create measureable product participation and sales.

ShopIgniter easily integrates with existing e-commerce platforms to power social commerce for retail giants such as Levi's, Nike Golf, Target & Disney.

To learn more about ShopIgniter social commerce solutions, please visit www.ShopIgniter.com. To get to know us a little better and see a custom demo built for you email sales@ShopIgniter.com or call us at 503.232.2021.

WE'RE SORRY

THIS OPPORTUNITY TO UNLOCK A FREE SLEEVE OF 20XI'S HAS ENDED



STAY TUNED TOMORROW FOR YOUR NEXT CHANCE TO LOCK UP A FREE SLEEVE. IN THE MEANTIME, HERE'S A PROMO CODE FOR FREE SHIPPING ON NIKESTORE.COM VALID THROUGH APRIL 6, 2011: GREENSWOOSH

Revolutionary to its core. The 20XI is the first ball on Tour to use a radical new core technology. The revolutionary RZN core delivers more distance off the tee and better control around the greens. It features faster initial velocity for maximum distance, the highest levels of MOI for longer, more controlled shots and new construction materials giving greater consistency ball-to-ball for highly predictable performance.

* Enter promo code **GREENSWOOSH** at checkout. Not valid on NIKEiD or Gift Cards (Gift Cards always ship free). Valid for standard ground shipping to one destination only. Order usually arrives in 2-9 business days. Not transferable and not redeemable for cash or for credit towards previous purchases or for employees or Swoosh members. Valid at NikeStore.com or via telephone only. Offer expires April 06, 2011 at 11:59 p.m. PST.

