

Fixation Accessory Store Inc.

Fixaction Accessory Store Inc. is a women's, men's and children's shoe and accessory store based out of Saskatoon Saskatchewan Canada. They aim to keep their customers wearing the newest, hottest, most stylish shoes and accessories for reasonable prices.

Objective

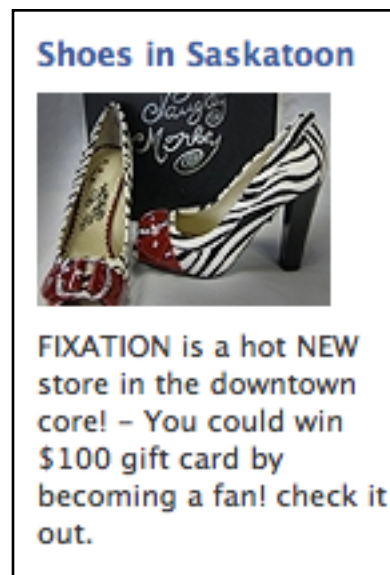
Fixation has a new, brick-and-mortar and online store. Their objective in advertising online was to generate awareness and demand for their products, thus driving people into the store and online to shop.

Solution

By creating a Facebook Page, Fixation generated a lot of word of mouth about their stylish products on Facebook. They continued to build awareness by advertising their Page using Facebook Ads.

“Facebook is the hottest new advertising media that is out there right now. People are addicted to Facebook and will be addicted to your great advertisement too.”

—Trena Mierau, Owner



Results

85% of people coming into the store have mentioned the Facebook Ads. On average, people who come in are purchasing 2 pairs of shoes.

Compared to commercial and radio marketing efforts, Facebook has been the most lucrative channel.