

PayPoint 'Get Your Bills Paid' Customer Engagement Campaign



PayPoint is the UK's leading specialist payments collection network used for the cash payment of bills and services. As a cash payment service sold through a third party retailer estate, PayPoint hasn't previously engaged directly with its end users. PayPoint decided social media would be the best way to engage directly with their audiences and SiteVisibility was tasked with creating a social media project designed to gather data on PayPoint's end users and engage with them.

As a business services company, the challenge was finding a hook that would drive current PayPoint customers to the Facebook page. The key was to find an authentic tone of voice and encourage engagement with an organisation that had not traditionally had a direct relationship with end-users of its services.

The Brief:

SiteVisibility were asked to create and launch a social media strategy that would allow PayPoint to establish an online presence and engage with their customers, as a cash pay payment system sold through a third party retailer. This was something they had not done before.

The Competition:

The 'Get your bills paid' campaign was designed to support the launch of the Facebook page as a way of driving traffic and engagement on the page. The campaign was hosted on the Facebook page and was based around a simple 'like us' to enter competition that gave participants the opportunity to win £500 towards their bills.

This was promoted using a series of messages printed on the receipts that customers received when they used a PayPoint service. This ensured we were targeting the campaign predominately at customers.

Designed in-house in compliance with Facebook's promotional guidelines, the competition involved:

- 🐝 Facebook set up & launch with bespoke tabs highlighting services.
- 🐝 Facebook application design & build
- 🐝 This included a fan gate functionality so fans had to "like" the page to enter.
- 🐝 This was mobile enabled & over 20% of likes were from mobile devices.
- 🐝 Risk mitigation strategy
- 🐝 Social share integration
- 🐝 Data collection and management
- 🐝 Community management
- 🐝 Working alongside PayPoint to integrate on- and offline activities
- 🐝 In-depth campaign report and insights.

The Results:

The results exceeded all expectations and there was 400% increase on the objective of 2,000 entrants outlined at the start of the project and a 167% increase of the objective to obtain 5,000 fans.

- 🐝 **13,380** Facebook fans in 2 months.
- 🐝 **10,599** entrants.
- 🐝 88% of entrants of these had used PayPoint before
- 🐝 80% opt in rate for fans to be contacted about future promotions.
- 🐝 8,438 email contacts.
- 🐝 There were a total of 21, 564 individual stories created about the page.
- 🐝 66% conversion rate for entrants choosing to share the competition.
- 🐝 It was shared on Facebook 7,066 times.



Testimonial:

"The Facebook campaign has become a central component of PayPoint's marketing communications and has achieved something we had never thought possible. SiteVisibility have proven social media can be an effective tool for gathering data and have built a 13,000 strong community in just 2 months, the majority of which we know to be PayPoint customers. The level of engagement with our customers has been fantastic and SiteVisibility have constantly strived to improve this using data analysis. SiteVisibility come highly recommended"

Hugh Arnott – PayPoint October 2012