

How Fast Time Flies

Company Background

How Fast Time Flies is an online scrapbooking service. Since its launch in 2007, the company, dubbed “the home of the 7-minute scrapbook page,” has amassed 624 scrapbook template designs and allowed users to share their digi-scrapbook pages online.

Objective

In January 2009, company founder, Cathy Bennett, set up a Facebook page, the public profile that enables companies to share their business and products with Facebook users. The goal was to direct traffic to the company’s scrapbooking service and increase awareness of the site. “This would hopefully drive membership which would in turn increase our orders,” Cathy says. Cathy adds that she didn’t understand the power of Facebook until her Facebook Page was up and running. “What surprised me was that I found all types of people on there,” she says. “And something I found that Facebook and my website both share is a sentimentality and nostalgia. People are looking for meaning, connection, ties to family and friends.” There are other benefits to Facebook, she adds: “It’s an enormously popular medium for moms to stay in touch with other moms, so that’s a great audience for me to tap into.”

Approach

Cathy began running ads in early 2009, and since then has run hundreds of them. She times the ads around occasions like Easter, graduation or Thanksgiving “to try and keep them seasonal and fresh.” The titles she selects for her ads are extremely simple – “How Fast Times Flies -Scrapbooking

Facebook Executive Summary

Client:



How Fast Time Flies™

Objective: To direct traffic and increase awareness of a digital scrapbooking service

Solution: Advertising on Facebook that is targeted at potential customers

Key Results:

- How Fast Time Flies found that Facebook ads were more effective at increasing the company’s exposure than other types of click-through ads by driving referrals to its website
- The company’s sales increased 70 percent year-over-year as a direct result of its Facebook ad campaign

“None of the traditional, Web advertising methods – pay-per-click ads, banner ads – have worked for me like the Facebook ads have.”



Cathy Bennett, Founder, How Fast Time Flies

2.0” – because Cathy believes that ‘less is more.’ She uses Facebook’s ability to target keywords that correspond to the information users voluntarily disclose in their profiles to ensure her ads reach the right people. While this information is always anonymized and reported in aggregate, Cathy is able to target users who are more likely to become customers by using keywords such as ‘photography,’ ‘scrapbooking,’ ‘married’ and ‘women.’ “I’ve also done a little geographic targeting, but that seems less important,” she says. “Moms are moms, wherever they are.”

Results

- Since the start of the campaign in January 2009, nearly 23,000 users have clicked to ‘like’ How Fast Time Flies’ Facebook Page.
- Since the beginning of 2009, the company’s website has received over 200,000 visits from Facebook users.
- The Facebook campaign has increased the company’s year-over-year sales by over 70 percent.

Cathy says that the advantage of Facebook ads, over other types of click-through ads, is that Facebook ads also drive to her site the friends of users who have connected with her Facebook Page. When people connect with a Facebook Page by ‘liking’ it, their friends on Facebook are also notified. “I established this nice triangle,” she says. “A person sees the Facebook ad, clicks on the site, clicks to ‘like’ the Page, and then becomes a fan, which tells their other friends indirectly about my site.” So the primary and secondary traffic, through the ‘liking’ of the page, creates a kind of cumulative, snowball effect, Cathy says. “None of the traditional, Web advertising methods – pay-per-click ads, banner ads – have worked for me like the Facebook ads have. I think it feels like less of a hard-sell on Facebook. People are so at home there, they don’t feel they’re being advertised at. There’s more trust there.”

The screenshot shows the Facebook profile for 'How Fast Time Flies'. The page features a cover photo with the text 'of wander' and a quote: 'Celebrate our small, beautiful life in short but sweet, fun moments'. Below the cover photo is a 'Suggest to Friends' button. The main content area includes a post titled 'SCRAPBOOKING, 2.0...' which describes the company as a 'quick and easy digital alternative to scrapbooking' and provides the website URL 'http://www.HowFastTimeFlies.com/'. To the right of the post is a 'Like' button. Below the post is an 'Information' section showing the company was founded in 2007. Further down, there is a section titled '22,413 People Like This' with a grid of six profile pictures and names: Tiffany Reynolds, Cheryl Ann McClary, Nadia Balaguer, Jennifer Lovelace, Jessica Martin Smith, and Pamela LaPrade. On the right side of the page, there is a 'Basic Info' section with 'Founded: 2007' and a 'Detailed Info' section with 'Website: http://www.howfasttimeflies.com', 'Company Overview: How Fast Time Flies is a quick and easy scrapbooking. You create the page in our free digi-scrapbook® tool, and I cardstock pages individually to slide albums. Membership and creation of', 'Mission: Dubbed "Home of the 7-minute scrap 624 scrapbook template designs incl Celler, Jennifer Sbranti of Hostess w/ Grieveson and former Pottery... (read To provide a beautiful, modern alteri', 'Products: High quality 12x12" printed photo p albums. Printed pages are \$5.50 each cardstock.', and 'Facebook Page: http://www.facebook.com/HowFastT



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The Future

The next step for How Fast Time Flies is to work with representatives from Facebook on further optimizing future campaigns.