

MobSoc Media Case Study: VOLOOM via Fashion Bistro



Content Campaign

[HAIR FALLING FLAT? LEARN HOW TO GET VOLUME IN HAIR... FAST!](#)

Background and Approach

MobSoc Media teamed up with Voloom to help to improve their social presence. Voloom is the first hair volumizing iron on the market and was designed specifically to add huge volume to hair. Mobsoc Media and Voloom worked together to create an informative and timely branded content article that focused on “How to get volume in hair fast”. Two Facebook ad campaigns were created, a website click ad campaign and post page engagement ad campaign. Both were focused on a female-only audience with precise interests in beauty and hair volumizing products. A total of three age range sets were targeted: 17.8M U.S. females in the 16-32 age bracket, 28M U.S. females ages 18 through 49, and 36M U.S. females between ages 18 and 65.

View the complete branded content article by clicking [here](#).

Results

The campaign delivered the following impressive results:

- A 3.5% click through rate for the website click campaigns. (Over 6.5x higher than average CTR rates for online display ads.)
- 7,090 user actions (Likes, Comments, Shares) which improve authority and organic search rank of the article featuring links to the Voloom website.
- Deep levels of audience engagement with very high average time on article of 5 minutes and 9 seconds. (via Google Analytics)

If you would like assistance with content marketing/native advertising initiatives, please contact us at:

advertise@mobsocmedia.com