

# Case Study: “Celebrity CMO” Audiobook Downloads



Hailed a “Celebrity CMO” by Forbes Magazine and featured on NBC’s hit show *The Apprentice*, Jeffrey Hayzlett used ShopFans to promote social buzz around his new audiobook download, *The Mirror Test*, on Facebook as well as on Hayzlett.com.

## Client Objectives

- Leverage social media to connect with fans both in and out of Facebook
- Offer exclusive audiobook downloads

## Solutions Used

### ShopFans

- Embedded Social Features
- Digital download capability entirely within Facebook

### Analytics

- Integrated Facebook Analytics (Active Users, Interactions, Canvas Page Views)
- Conversion Rate

***The goal of our launch was to stimulate conversations among our fans. By providing dual touch-points to facilitate social interactions, we increased the overall buzz of the campaign.***

**– Media Director, Hayzlett Group**

## Key Challenges

Jeffrey Hayzlett is widely recognized as one of the most influential marketers of our time. As Chief Marketing Officer of the iconic Eastman Kodak Company, Hayzlett was responsible for the company's worldwide marketing operations and record growth. As a recognized social media thought leader, it was only natural that the launch of his new book would leverage the power of social media. By utilizing ShopFans’ embedded social conversation tools, he launched the same storefront within Facebook and his micro-site; each allowing his fans to promote his new book through ‘likes,’ ‘shares,’ and ‘recommends’ on Facebook.

## Media Plan

**Offer:** Members only, audiobook download

**Target Audience:** Business professionals and students

**Media:** Fixed tab placement on brand’s official Facebook page and micro-site

## Results

- ✓ **Increased Social Interactions by 5x**
- ✓ **Increased Conversions by 24%**

## Key Insights

By integrating the social ‘hooks’ directly into *The Mirror Test* app, Hayzlett was able to introduce the audiobook both on Facebook as well as his own site. ShopFans’ built in social interactions allowed users to “recommend,” “like,” and “share” the audiobook even when interacting with ShopFans on Hayzlett’s micro-site, as well as within Hayzlett’s Facebook page.

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