Citizen Watch Drives Social Engagement With Interactive Content

When Citizen Watch needed to hit its goal of 100,000 Facebook ‘Likes’ within one year, they turned to SnapApp.

**The Company**

Since 1986, Citizen Watch has constantly been at the forefront of producing high quality wristwatches, and during that time has become the worlds largest watchmaker. Citizen is also known for being a global leader and pioneer in advancing technology, having pioneered Eco-Drive technology which powers their watches from any light sources.

**The Issue**

As part of developing its digital marketing strategy, Citizen Watch UK initially focused efforts around Facebook as the main hub for audience engagement. The marketing team set an aggressive goal of attaining 100,000 fans within the first year and determined that providing interactive content experiences would be key to achieving this goal. Specifically, they were interested in different ways to engage their audience and capture information through register-to-win competitions and related experiences such as interactive galleries.

**The Solution**

The marketing team at Citizen Watch decided to utilize SnapApp’s cloud-based platform, based on several factors:

- **Seamless technology integration and distribution** to their Facebook page without the need for their development team to become involved.
- **Ease of use** in terms of the ability for the marketing team to create a wide range of high quality interactive experiences with varying look and feel elements that are consistent with placement on various digital properties.
- **Broad range of interactive content types** such as sweepstakes, contests, and galleries, to offer multiple user experiences as part of their digital marketing initiatives.

― Anthony Musto, Digital Marketing Executive
Citizen Watch

| **76%** | Lead Submission Rate |
| **82%** | App Completion Rate |
| **26%** | Social Share Rate |
The Results

Within the first year of utilizing SnapApp, Citizen Watch was able to achieve their goal of over 100,000 Facebook ‘Likes’. During that time, they created and deployed 13 different campaigns across two main types of experiences. Contests such as “Win Your Mum A Watch” utilized offline promotion and tied into key events that Citizen sponsored in order to drive their audience online to register and participate. Photo gallery engagements were used to showcase new product launches and drive social traffic to the company’s website. Across the various campaigns, Citizen achieved a 76% lead submission rate, 82% app completion rate, and a 26% social share rate.

Following the success of these campaigns, Citizen Watch has now increased their promotional efforts. They have continued to grow their Facebook page to a community of over 170,000 and have used this success to integrate interactive content through other forms of social media, their website and email marketing. They are also planning to expand the types of content experiences they deliver in order to expand their reach and engage their audience across additional channels.

Are you using interactive content to increase audience engagement like Citizen Watch?

ABOUT SNAPAPP

SnapApp’s content marketing platform gives companies the power to drive engagement, generate leads and increase revenue by easily creating, publishing, promoting and measuring interactive content that works across any channel.