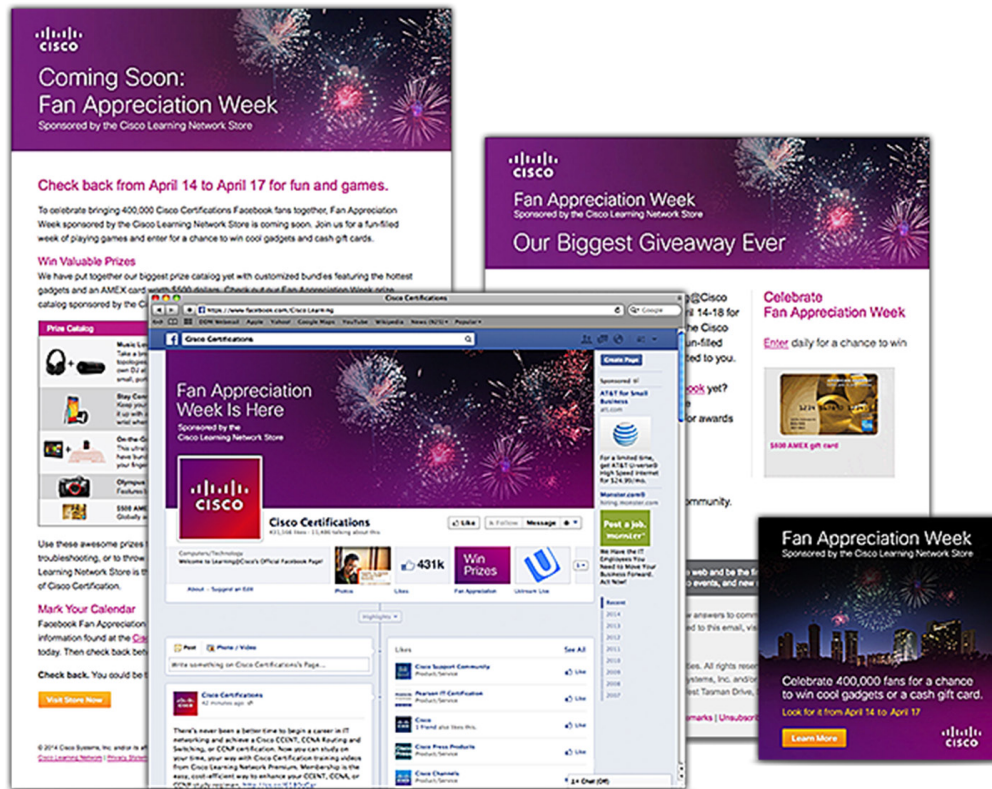# Cisco's fan appreciation campaign takes off.

Half a million fans on Facebook is a big deal. So when Cisco decided to capitalize on this monumental milestone, they asked for our help. Decca Design and Learning@Cisco have been teaming up since 2009.

Increase in Engagement

In that time, Learning@Cisco's Facebook fan base has skyrocketed from 4,000 fans to well beyond 500,000 (and counting). That's an annual growth rate of roughly 265%.

To show its appreciation to Facebook fans, Learning@Cisco and Decca launched "Fan Appreciation Week." The week-long promotional event was filled with daily contests and terrific prizes. Showing gratitude wasn't Cisco's only goal. The group aimed to drive traffic to the Cisco Learning Network Store and position it as the premiere location for Cisco Certifications self-study materials and Cisco product training.

It Went Like Clockwork

There were a lot of moving parts to this complex promotion. Decca worked alongside the Learning@Cisco team to manage them all without a hitch. The social media and email campaigns attracted new daily fans. Facebook, Twitter, and LinkedIn posts kept the fans engaged throughout the week. Decca owned every aspect of the event from launching the pre-contest marketing, to contacting contest winners to claim their prizes.

The results of this promotion were impressive:

· 8,618 new Facebook fans

· Averaged 264% weekly increase in fans

· 19,879 promotional Facebook tabs views

· 713 total entries

· 437,516 post views (**2,416% growth**)

Sharing the Ride Proves Successful

Fan Appreciation Week turned into a smashing success. The campaign was named a finalist in PR News' Social Media Icon Awards category of Facebook/ Contests/Games. On the heels of this successful campaign, Decca and Learning@Cisco continue their partnership, broadcasting new announcements, promoting special offers, and building stronger fan relationships. We could point to several reasons for our successful teamwork but, ultimately, it comes down to effective collaboration.