

How MakeMeReach Experts helped Puressentiel to reach 1million fans on Facebook?



Puressentiel is a laboratory which creates essential oils and natural active ingredients for everyone's health, beauty and well-being, present in 68 countries. To guarantee "pure efficacy!", Puressentiel takes the best from nature in an ecologically responsible way, which enables it to obtain the best and be able to reproduce it in its purest and most basic form. The brand is committed to respecting and protecting nature, its precious raw materials and the people who cultivate it.

Goal



1M
fans on Facebook

Puressentiel's overall objective was to recruit a qualified fan base in several countries, to create the largest and most engaged social community in the industry and, by the end of 2016, to reach the milestone of **1 million fan on the Facebook Page**.

Solution



Cost per fan reduced by
-6%
compared to objective

With the help of MakeMeReach, Puressentiel was able to reach **1.1 million fans** on their Facebook Page, overtaking the initial goal.

The MakeMeReach "Fully Managed" team worked on the reallocation of the budget between countries, targeting, creatives etc. to improve performance and achieve the main objective: acquire new fans at the lowest cost possible. This strategy has allowed the brand to **reduce the cost per fan by 6%** vs the objective.

Another important way for the health brand to reach and engage with new potential fans was the release of video contents staging famous sportsmen who are dealing with muscular problem by using the Roller to reduce the pain. Showing the products through the image of well-known sports personalities as Tony Parker has allowed Puressentiel to target a younger fan base.



2,6M
video views

