



## Quick Results

- + 207,000 App Views
- + 155,000 New Fans
- + 98,000 Contest Entries
- + 20,000 New Fans in 45 Days



[SocialMedia180.com](http://SocialMedia180.com)

[Facebook.com/SocialMedia180](https://Facebook.com/SocialMedia180)

## Who is Social Media 180?

Social Media 180 is a boutique agency that focuses on Facebook development, custom pages, promotions, and contesting (both photo and video) targeting specific demographics to increase the businesses fan base. Their clients include Advanced Micro Devices (AMD), Devotion Vodka, The Culture Club NYC, Nutrishop (with 120+ locations), and numerous restaurants and retail locations.

## Why ShortStack?

ShortStack was built for businesses like Social Media 180. They were looking for a more convenient way to create apps than working directly in Facebook's PHP and we built our platform knowing it could make lives easier. Once Social Media 180 discovered ShortStack they were able to take on a larger work flow and were able to offer cutting edge promotions and contests while building pages quickly and effectively.

## What were the results?

Social Media 180 started using ShortStack in September 2011, and within five months they doubled their agency revenue. (We can't take full credit, but ShortStack allowed the agency to produce more for clients, faster, which results in more revenue!) For their large clients, such as Nutrishop, who have more than 100 locations, Social Media 180 has been able to feature 30 stores on one app with ease, having the ability to run the same app across multiple locations.

The agency has created close to 1,000 apps and generated more than 155,000 fans. Their biggest success with ShortStack came from a social media holiday campaign run for AMD which integrated a Facebook contest promotion. They gave away two prizes a day for 45 days. During this promotion, AMD had more than 98,000 entries, 207,000 app views on the contest app, and 86,000 shares on Facebook. They received more than 20,000 new fans over the 45 day period.

 Design custom apps for Facebook Pages, websites, and mobile web browsing with [ShortStack.com](http://ShortStack.com)