

## Building a Following With Event-Based Social Media Campaigns



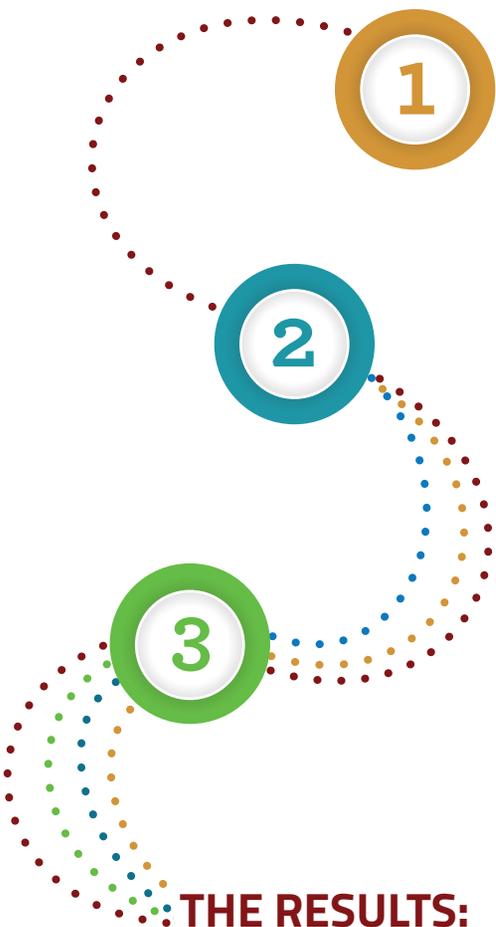
### THE BUSINESS:

A leading provider of advanced routing technology to television stations and broadcast operations worldwide, the company was the first to offer a large-scale digital router and has pioneered many of the features that have become commonplace in the broadcast industry today.

### THE TARGET AUDIENCE:

Potential customers across various social media outlets with the goal of increasing the company's following and boosting awareness of its products and service offerings.

## An Orchestrated Campaign Targeting Multiple Platforms



**THE CHALLENGE:** The client company had seen success in extending brand awareness through the publication of press releases, contributed articles, and thought leadership pieces in the trade press, but it hadn't yet tapped into the potential of social media in a thoughtful and organized way. Though one creative and dedicated staff member posted regularly for the company across Twitter, Facebook, and LinkedIn, she did this work voluntarily as time permitted and without structured support or input from other staff within the company.

**THE GOALS:** Boost the company's following across Twitter, Facebook, and LinkedIn. Mobilize and leverage internal resources more strategically to support more dynamic and compelling communications via social media.

**THE STRATEGY:** Use the company's presence at the NAB Show as the centerpiece of a social media campaign encouraging engagement and identification with the company's brand and products. One of our social media experts worked closely with Utah Scientific's marketing and sales teams to orchestrate a contest during the NAB Show in Las Vegas. Attendees earned points for engaging via social media: posting a photo of themselves at the company's booth or with a product, posting to their own social media accounts using a predefined hashtag, and so on. At the end of the show, those points were translated into raffle entries in a drawing for an Apple Watch.

- Within four months, Utah Scientific increased its social media followers on LinkedIn, Twitter, and Facebook by 25%.
- Utah Scientific reconnected with past clients, one of whom won an Apple watch through the campaign.
- Numerous clients and prospective customers stopped by the Utah Scientific booth to take a selfie and get a look at the company's product offerings.