# Use Case: Social Media Marketing for IITGLC 2015 Event

August 10, 2015

## Company Profile

The IIT Global Leadership Conference 2015 (IITGLC) is a conference for the promotion of global leadership and entrepreneurship. While open to all, the core members and attendees are alumni of the various branches of the Indian Institute of Technology, a premium technology institution in India.

## Business Need

The business need was to promote attendance and sponsorship for the event held in the bay area, California, IITGLC 2015, held July 23-26, 2015.

The IITGLC 2015 conference attracts business and technology professionals with its keynote speakers, educational tracks, and networking opportunities.

This year, there were over 100 prominent speakers, delivering thought leadership on a diversity of topics. Keynote speeches were from investment gurus such as Vinod Khosla, successful entrepreneurs of the like of Elizabeth Holmes, and CEO's of prominent companies such as John Chambers of Cisco. There were also speeches from Nobel prize winners, leaders in the art, and investors in the future of technology.

## Business Solution

IITGLC needed to increase its advertising reach for the IITGLC 2015 event. Being a non-profit with a limited budget, it required some cost-effective marketing tools that allowed it to promote this major

event. The event organizers were using a mix of outreach tools- social media, brochures, radio talks, Youtube videos, magazine ads, and articles in newspapers and journals.

The marketing team was heavily focused on social media, as it is an inexpensive and effective tool to reach a large audience. The primary focus was to get more people engaged to register to attend the event.

IITGLC decided to use the NewzSocial platform for IITGLC's social media campaigns, to maximize reach & engagement to a wide global audience. NewzSocial's marketing platform includes an integrated content engine that enables discovery of content. The workflow engine allows the user to create repeatable campaigns with rules and addition of advocates to amplify content. The analytics feature is key to get quantifiable ROI with segmented analytics. All the while, NewzSocial is saving time as compared to manual processes for social media postings.

A unified Twitter, Facebook, and LinkedIn campaign was planned for the event. Content streams were created in the content engine based on the tracks spelt out in the Summit. 23 advocates gave permissions to post on their behalf on their personal networks. NewzSocial was also posting on IITGLC's Twitter wall and Facebook page.

The plan involved a mix of content based on topics covered at the conference, as well as speaker keynotes and background. The objective was to showcase IITGLC as a thought leader in the key technology and business areas of the Summit.

During the event, live tweets and LinkedIn and Facebook posts were the vehicle of communication on social media networks. NewzSocial played a role in this, with the promotional/ad-hoc campaigns feature being used heavily to create content on-the-fly for tweets.

The NewzSocial product, Social Radar, was also brought into the picture during the conference for displaying live tweets on a Tweet wall. In addition, trending hashtags, top users, and a newsroom with curated articles were also showcased for the audience.

# Results

The NewzSocial social media campaign began on June 14, 2015 to promote the IITGLC event date of July 23-25, 2015.

Every day, relevant and timely content were selected by a curator and posted on networks with a Call to Action and a link to the IITGLC page for registration. These were supplemented by campaigns that contained a discount promo codes for registration.

Both varieties of campaigns- the topic based campaigns and promotional campaigns focusing on speakers were very well received by the audience, with many clicks, likes, shares, and retweets. Each post was accompanied by a relevant image.

As shown in "Performance Analytics" below, audience engagement was instantaneous, occurring as soon as we started posting content via NewzSocial.

"Performance Overview" snapshot.
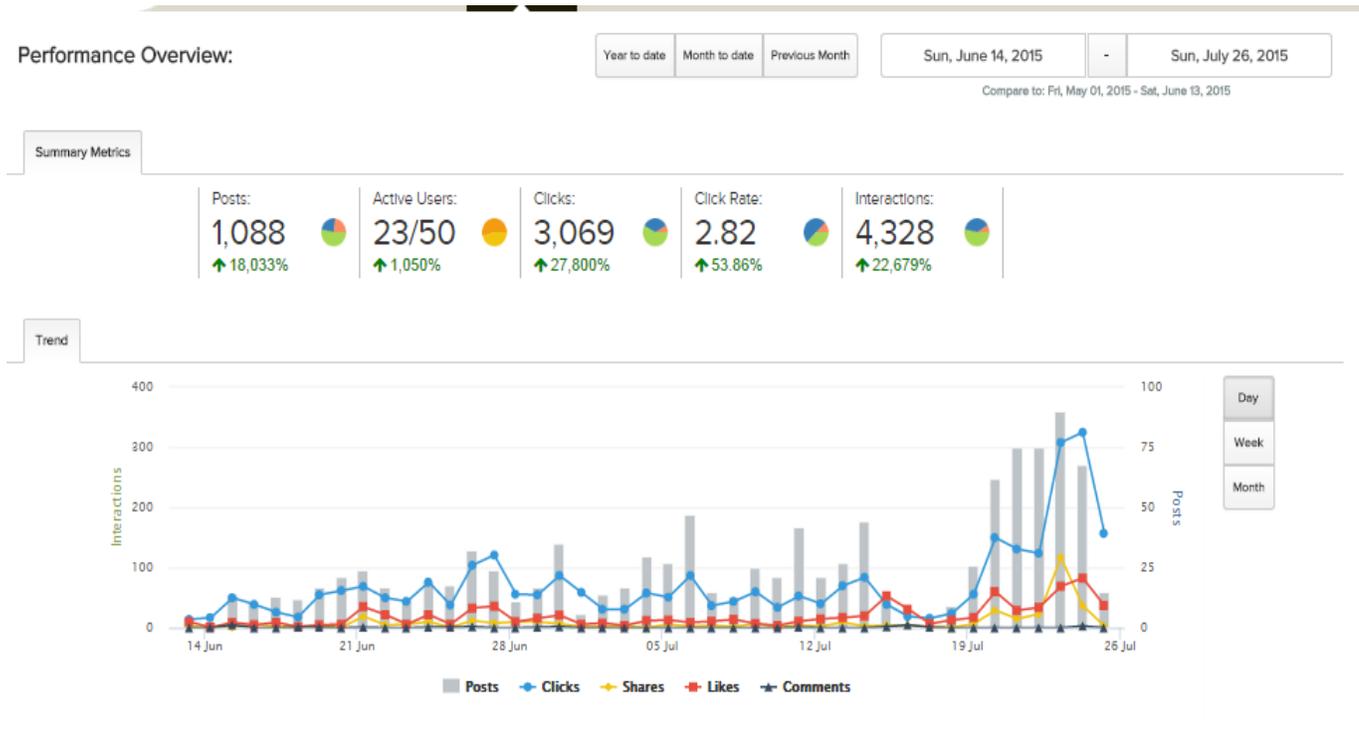


The number of posts in the one month period, for which NewzSocial was used, totaled 1,088. By the end of the campaign, 23 volunteers were actively posting as advocates on their personal networks. The overall click rate was 2.82% and some articles even boasted of a click rate of 17.0%. The total number of interactions by the audience was 4,328.

The table "Content Summary" is an example of the granularity of NewzSocial, where each content piece can be dissected for results

## Content Summary

| Title | Posts | Interactions | | | | Interaction Rates | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Clicks | Likes + Favorites | Shares + Retweets | Comments | Click Rate | Applause Rate | Amplification Rate | Conversation Rate |
| EdCast Launches Twitter-Like 'Knowledge Network' | 32 | 75 | 78 | 7 | 4 | 2.34 | 2.44 | 0.22 | 0.13 |
| Networking at THE Kumbh Mela for technocrats: www.iitglc.org | 29 | 59 | 35 | 3 | 2 | 2.03 | 1.21 | 0.10 | 0.07 |
| Amit Agarwal Leads Amazon India As Online Retail Is Taking Off | 24 | 143 | 37 | 14 | 0 | 5.96 | 1.54 | 0.58 | 0.00 |
| How Data Science Is Fueling Social Entrepreneurship | 22 | 33 | 17 | 1 | 0 | 1.50 | 0.77 | 0.05 | 0.00 |
| The Evolution of Edtech Incubators & Competitions: What Do We Know, and Where Are We Going? | 20 | 24 | 17 | 3 | 1 | 1.20 | 0.85 | 0.15 | 0.05 |
| Vinod Khosla | 20 | 63 | 13 | 12 | 0 | 3.15 | 0.65 | 0.60 | 0.00 |

Pre-determined posting schedules, selection of advocates, automatic hashtags, default comments and other automated rules were embedded in the NewzSocial IITGLC campaigns. This enabled a high degree of efficiency in terms of time and effort throughout the campaign.

# Benefits

The promotional campaigns fueled by NewzSocial's Social Media Marketing platform enabled IITGLC to rapidly increase its audience reach and engagement for the IITGLC 2015 event. The time and resources needed for this were rather minimal, with just 1-2 people curating the content and the same piece flowing thru advocates. Once the content plan was conceived and the cadence of schedules set-up for the campaigns, the postings on social media utilizing the reach of the advocates was automated and engaging.

NewzSocial's Analytics was able to track all of the promotional campaigns activity, providing the IITGLC organizers with valuable information on the current campaign and take-aways for improvements for the next event.