



Use Case: Social Media Marketing for Festival of Globe (FOG) Event

August 23, 2015

Organization Profile

The Festival of Globe (FOG) is an event celebrating culture and entertainment across the world-independent movies, actors, singers, dancers, and other celebrities. The event spanned 10 days, from August 7-16, 2015 in the bay area, CA.

Business Need

The business need was to promote attendance and sponsorship for the Festival of Globe (FOG) event in the bay area, California, FOG 2015, from August 6-17, 2015.

The FOG 2015 conference attracts a global audience, with its multi-cultural activities, movie screenings from across the world, and cultural fair and parade. The parade is held in Fremont, CA to mark the Indian Independence Day of August 15 and is widely attended by Indian-Americans.

This year, there were over 80 movies screened at an exclusive theater in San Jose, CA. Glittering actors and singers from many countries were present during the festival and there was a red carpet and award night on the evening of August 15. All this and the cultural fair and parade made this an extravagant and exciting event for all attendees.

Business Solution

FOG needed to increase its advertising reach for the FOG 2015 event. Being a non-profit, 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, posters, brochures, radio talks, YouTube promotional videos, magazine ads, and articles in newspapers and journals. The primary focus was to get more people engaged to register to attend the events.

FOG decided to engage the NewzSocial platform for FOG'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 and Facebook campaign was planned for the event. Content streams were created in the content engine based on the celebrities attending the event and FOG activities. Over 30 advocates gave permissions to post on their behalf, on their personal networks. NewzSocial was also posting on FOG's Twitter wall and Facebook page. The objective was to showcase FOG as a cultural event that should not be missed.

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. Each tweet was accompanied by a captivating visual, making it attractive to the viewer.

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 relevant FOG articles were also showcased for the audience.

Results

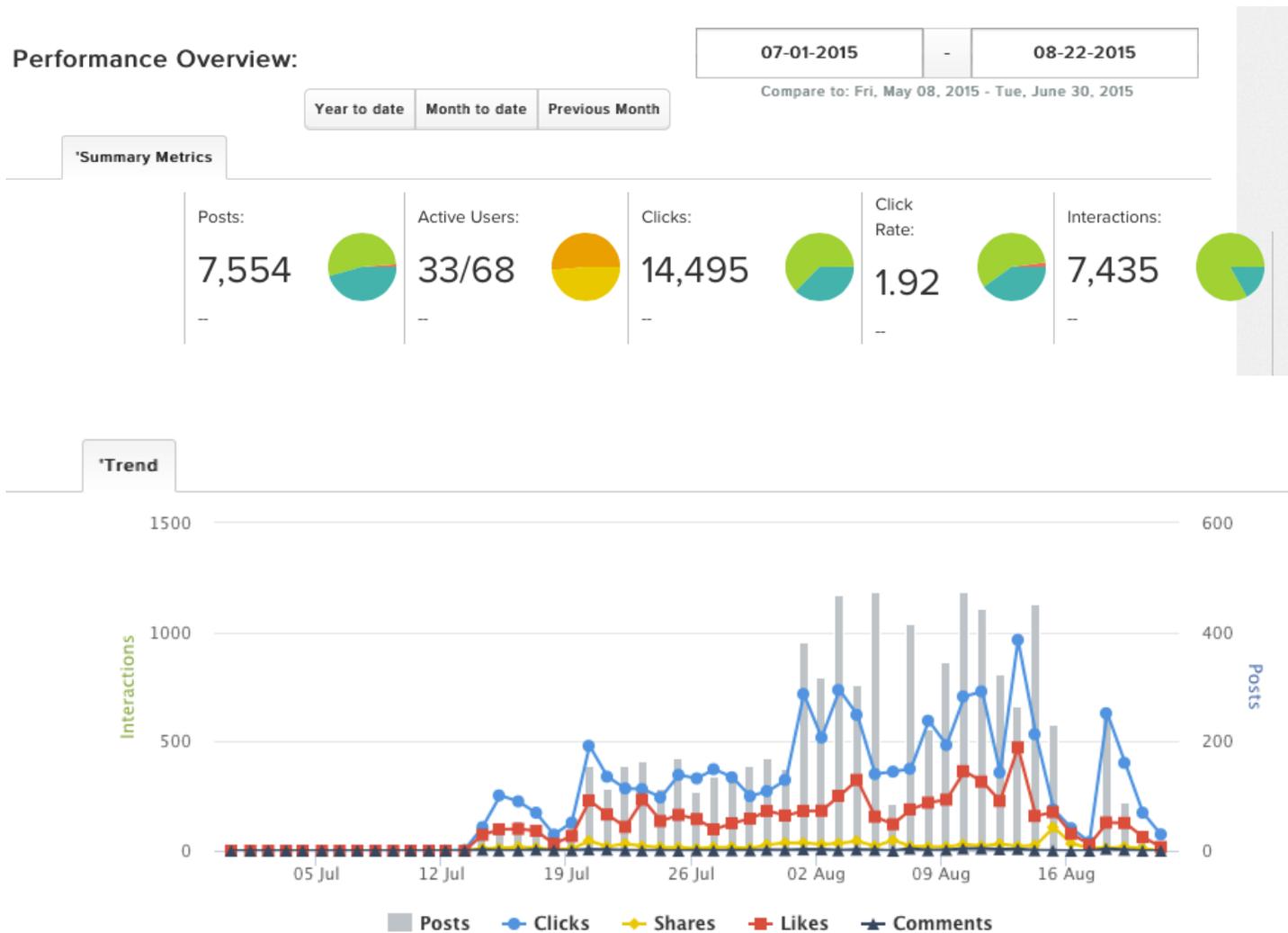
The NewzSocial social media campaign began on July 12, 2015 to promote the FOG event date of August 6-17, 2015.

Every day, relevant and timely content were selected by a curator and posted on networks with a Call to Action to buy tickets for the event, and a link to the FOG home page for details of the event.

Both varieties of campaigns- the topic based campaigns and promotional campaigns focusing on celebrities attending the event 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.



In just over five weeks, NewzSocial created **7,554** posts using **33** volunteers. This created **14,495** clicks and **7,435** shares/likes ... and the activity keeps coming.

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

Title	Posts	Interactions				Interaction Rates			
		Clicks	Likes + Favorites	Shares + Retweets	Comments	Click Rate	Applause Rate	Amplification Rate	Conversation Rate
Jackie Chan- FOG Awards- Lifetime Achievement Award	202	496	452	31	12	2.46	2.24	0.15	0.06
FOG Awards- Miss Nebraska USA 2015 - Hoang-Kim Cung	149	651	193	2	1	4.37	1.30	0.01	0.01
Dr Japra Invite for FOGSV 2015 - YouTube	139	442	315	16	6	3.18	2.27	0.12	0.04
San Francisco Global Movie Fest brings you a Multi-Cultral Film Festival!	36	251	96	17	3	6.97	2.67	0.47	0.08

Pre-determined posting schedules, selection of advocates, automatic hashtags, default comments and other automated rules were embedded in the NewzSocial FOG 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 FOG to rapidly increase its audience reach and engagement for the 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 FOG organizers with valuable information on the current campaign and take-aways for improvements for next time.