



Case Study

Use Case: Social Media Marketing for TiEcon 2015 Event
TiEcon 2015 - Disruptive Entrepreneurship, held on May 15-16, 2015.

May 18, 2015

Background

The Indus Entrepreneurs (TiE) is an organization for the promotion of entrepreneurship through mentoring, networking, educating, incubating, and funding. The TiE organization in Silicon Valley is the first chapter, spawning a series of TiE centers globally. Currently TiE has 61 chapters in 18 countries, with a total membership exceeding 11,000.

TiEcon is one of the largest conferences on entrepreneurship in the world and attracts business professionals and startup employees alike.

Business Need

The business need was to promote attendance and sponsorship for their annual event.

Business Solution

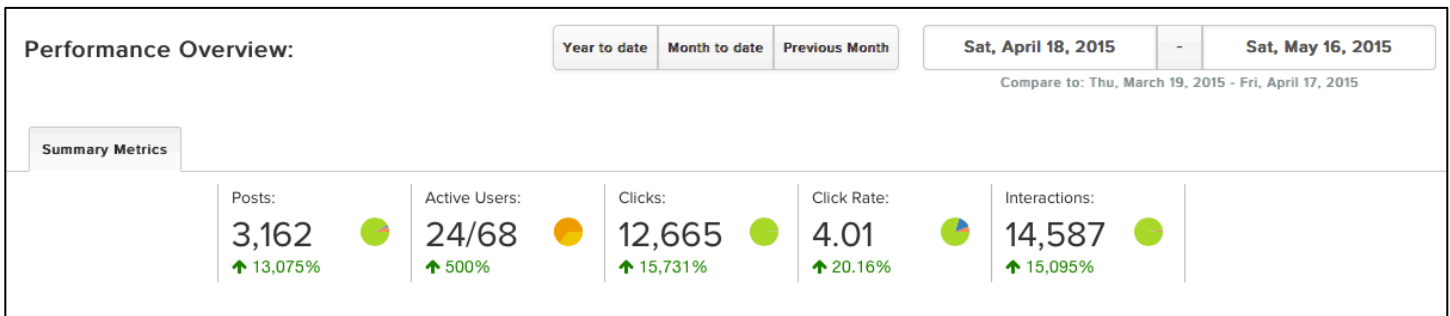
The marketing team was heavily focused on social media, as it is an inexpensive and effective tool to reach a large audience. The primary focus was to get more people engaged to register to attend the event.

TiE decided to use the NewSocial platform for TiEcon's social media campaigns, to maximize reach & engagement to a wide global audience.

Results

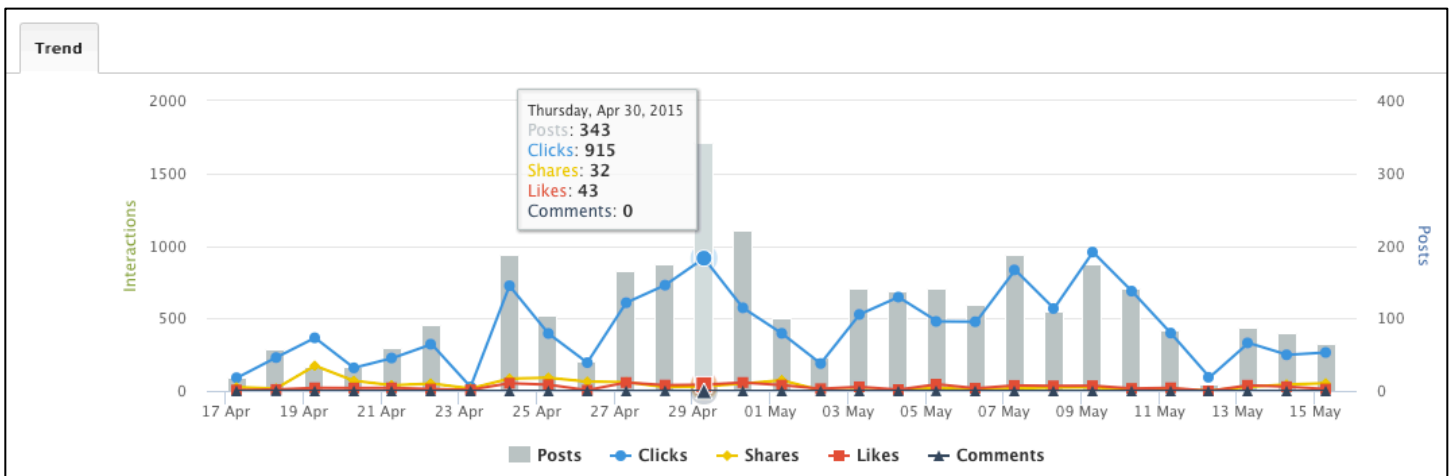
The NewzSocial social media campaign began on April 18, 2015 to promote the TiEcon event date of May 15-16, 2015.

The number of posts in the one-month period, for which NewzSocial was used, totaled 3,162. By the end of the campaign, 24 volunteers were actively posting as advocates on their personal networks. The overall click rate was 4.01% and some articles even boasted of a click rate of 18.0%. The total number of interactions by the audience was 14,587. A mean accomplishment for a quickly conceived and implemented social media campaign.



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

An example of a day in the life of the NewzSocial campaign is Thursday, April 30, 2015(as shown below). On that day, 343 content pieces were posted resulting in 915 clicks, 32 shares, and 43 likes.



The overall Analytics can be further drilled down by content, user, network, and campaign.

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

Content Summary									
Title	Posts	Interactions				Interaction Rates			
<input type="text" value="Filter Content"/>		Clicks ▼	Likes + Favorites	Shares + Retweets	Comments	Click Rate	Applause Rate	Amplification Rate	Conversation Rate
Google Backs Rival of Docker, the Cloud's Next Big Thing	7	126	0	0	0	18.00	0.00	0.00	0.00
IBM Watson adds hybrid cloud developer tools	11	79	2	6	0	7.18	0.18	0.55	0.00
Could the Nepal earthquake have been predicted by using Big Data?	11	75	2	0	0	6.82	0.18	0.00	0.00
Otis Honors Pioneers in Online Education and Fine Art; Lynda Weinman and John Mason to Receive Honorary Degrees	8	70	0	0	0	8.75	0.00	0.00	0.00
Big Data's Big Impact - The New Economy	9	68	2	3	0	7.56	0.22	0.33	0.00
ADP makes a bet on big data	9	68	1	2	0	7.56	0.11	0.22	0.00
Vinod Khosla: Medicine's big data revolution	10	67	4	4	0	6.70	0.40	0.40	0.00

“Users Summary” table below represents the metrics associated with each advocate for the campaign.

Users Summary									
User	Posts	Interactions				Interaction Rates			
		Clicks ▼	Likes + Favorites	Shares + Retweets	Comments	Click Rate	Applause Rate	Amplification Rate	Conversation Rate
[REDACTED]	569	2,258	147	259	0	3.97	0.26	0.46	0.00
[REDACTED]	337	1,686	54	52	0	5.00	0.16	0.15	0.00
[REDACTED]	320	1,587	106	89	1	4.96	0.33	0.28	0.00
[REDACTED]	338	1,380	38	47	0	4.08	0.11	0.14	0.00
[REDACTED]	360	1,295	67	67	0	3.60	0.19	0.19	0.00
[REDACTED]	336	1,199	56	34	0	3.57	0.17	0.10	0.00
[REDACTED]	291	1,076	44	10	0	3.70	0.15	0.03	0.00

Key Benefits:

1. Amplified Audience Reach: The promotional campaigns fueled by NewzSocial's Outbound Social Media Campaign Marketing platform enabled TiE to rapidly increase its audience reach and engagement for the TiEcon 2015 event.

2. Efficient use of Time and Resources:

a. Automatic Content Stream: NewzSocial's marketing platform includes an integrated content engine that enables discovery of content and this allowed TiE to automatically get content relevant to topics covered during the event.

b. Repeatable Campaigns: The workflow engine allows the user to create repeatable campaigns with rules and addition of advocates to amplify content. These repeatable campaigns saved a lot of time as compared to manual processes for social media postings.

c. Automatic Posting of Content: Advocacy was attained when 24 advocates gave permission to post on their behalf on their personal networks on Facebook, LinkedIn, and Twitter. And a lot of content was being posted to these advocates' timelines via NewzSocial automatic campaigns.

d. Promo/Ad-hoc Campaigns: Two days prior to the event, content flow revolved around promoting speakers at the event, highlighting their background and the content of their talk.

e. Branding Rules: Automatic hash tags, default comments and other automated rules were embedded in the NewzSocial TiEcon campaigns.

3. Tracking & Planning: NewzSocial's Analytics was able to track all of the promotional campaigns activity, providing the TiEcon organizers with valuable information on the current campaign and take-aways for improvements on the next event, TiEcon 2016.



Contact Us:

NewzSocial Inc.

440 North Wolfe Road

Sunnyvale, CA, 94085

Phone: (408) 454 6013

Email: info@newzsocial.com