

## **Case Study- Prime Minister Modi in California**

India's Prime Minister Narendra Modi visited Silicon Valley, California on September 26-27, 2015. The organizing team in Silicon Valley, in collaboration with the Prime Minister's Foreign Office, selected NewzSocial as their social media marketing platform. The goal was to exponentially amplify awareness and interest of the visit on the social media front.

Starting a few weeks before the event, the organizers began recruiting social media ambassadors to help promote content related to the Prime Minister's visit. Below is a quick summary of campaign results using the NewzSocial platform.

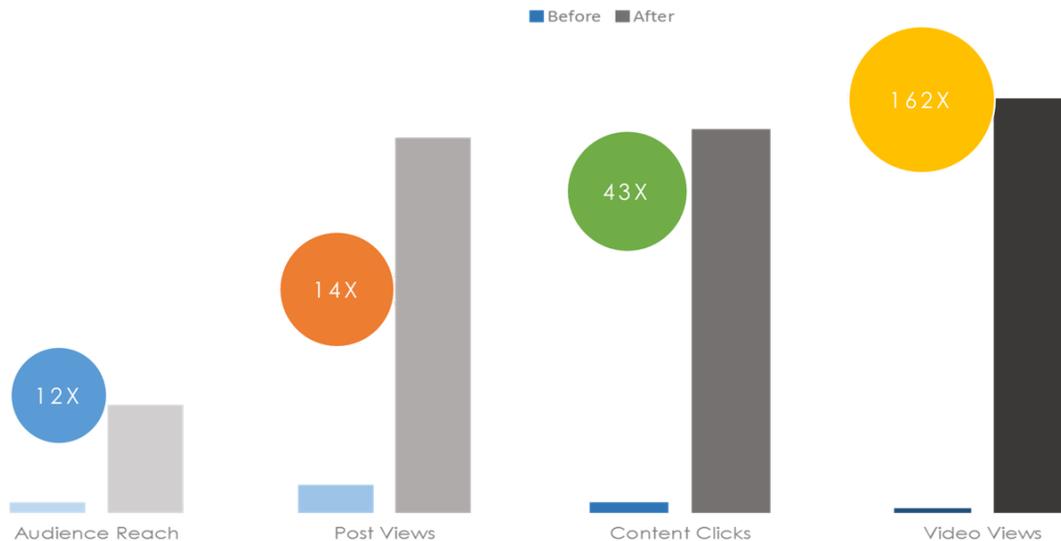


**Audience reach:** A massive increase from 87K to 1.11 million.

**Social Ambassadors:** 145 volunteers were quickly recruited and gave permission for the NewzSocial platform to post content on their behalf, either with or without review depending on the ambassador's personal preference.

**Audience Engagement:** A total of 4,181 clicks and 5,817 engagements (likes, shares) were measured through the NewzSocial system during the campaign.

**Amplification:** Social amplification metrics were as follows- 12x Reach, 14x Post views, 43x content clicks, and 162x Video views.



## **Campaign Core Benefits Using NewzSocial Platform**

- Onboarding social media ambassadors: Rapid and easy enrollment of volunteers to become social media ambassadors for the event.
- Automatic posting: Campaign content automatically posted on volunteers' personal Twitter handles and Facebook timelines/pages as well as event pages/handles.
- Time Savings/Efficiencies: Time saved from manual postings can be effectively used to work on creative content creation to drive better engagement. No need to send constant reminders to share social content.

“NewzSocial helped us expand our reach for the PM Modi in California event by making it easy to put our content in front of people we wouldn’t have been able to access without social media ambassadors.”

– PM Modi’s Silicon Valley Organizing Team

## **PM Modi Campaign Via NewzSocial**

The NewzSocial PM Modi in California campaign had 2 elements in place:

1. Content in different formats posted almost daily in visually engaging formats such as auto-play videos and rich images.
2. Volunteers who become active advocates.

NewzSocial provided its value in 4 ways:

1. Increasing the Views and Likes for content on the main Facebook page by using the team of volunteer 'social ambassadors' to share the content on their own timelines. Here is the growth in the weekly numbers for Facebook. Audience reach: from 87K to 1.11 Million
  - Post views: from 269 K to 3,880 K
  - Content clicks: from 11,500 to 500,000
  - Video views: from 1,800 to 291,500
2. Increasing the reach of a Twitter posts on the main handle by having the social ambassadors retweet on their own handles.
  - The Retweets done through NewzSocial accounted for 83% of the total.
  - These Retweets accounted for about 60% of the Impressions
  - These Retweets accounted for about 76% of the Engagement
3. Distributing interesting articles, selected Facebook posts, Tweets and LinkedIn posts to social ambassadors and having this content posted on their timelines. This increased audience reach and virality of posts.
  - A total of 3,627 posts, shares, tweets were done through the system
  - This resulted in 4,181 clicks measured through the system
  - This resulted in 5, 817 engagements (likes, shares) measured through the system
4. The live PM Modi event at the SAP center used Social Radar, another NewzSocial product. This increased audience engagement by a display of live tweets, tweet analytics, and a stream of relevant content.

## **About NewzSocial**

The NewzSocial Social Media Marketing platform offers a solution for effectively managing a company's social media campaigns. Using campaign automation, internal and third-party content is distributed across social media networks to engage and build a targeted audience. The workflow engine enables creation of repeatable campaigns.

A key feature is the ability to leverage the social connections of ambassadors to amplify content and hence social ROI. Detailed analytics are available to gather insights to improve ongoing campaigns.