

Case Study Series

Generating Event Interest with Social Media and Press Releases

Twitter and e-news distribution drives awareness



CLIENT

A healthcare market research company

PRODUCTS

Newly launched oncology syndicated research product

MARKET CHALLENGE

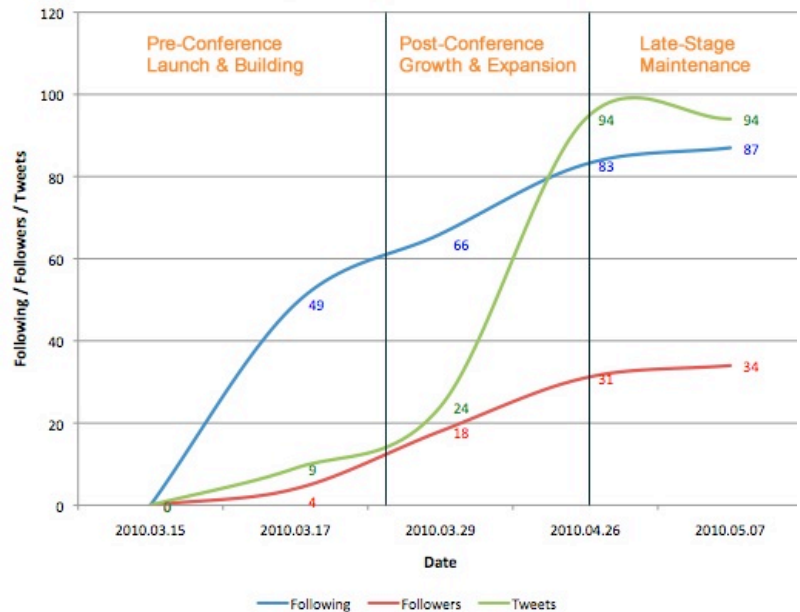
- This research company was a relatively unknown entity in its marketplace and needed to generate awareness for its new oncology research product.
- They decided to participate in an industry oncology conference to generate awareness for the new oncology research product but had limited resources and time to reach the target audience.

OBJECTIVES

- To build audience awareness both for the event and the new oncology service in a short two-week timeframe prior to the event and continue momentum during a two-week period after the event.
- Track impact of awareness generation to determine a post-event nurturing strategy
- Accomplish goals for low cost.

STRATEGY/SOLUTION

- Created press release and distributed through 5 high-traffic, free online PR services. An enhanced version was created for social media news release sites that allow downloads and other enhanced content
- Established Twitter presence to disseminate relevant information & engage with target audience;
- Developed a Twitter audience-building strategy centered around the business development team's target list as well as media and industry Twitter users; maintained posting schedule of several times daily
- Leveraged LinkedIn Network to reach potential audience of 2,045 business-to-business oncology professionals
- Utilized social bookmarking and shared services such as StumbleUpon, Delicious and Reddit to spread the word and increase opportunities for search engine indexing



Growth in the Twitter account helped fuel market and search engine awareness as well as drive direct links back to the company website

Twitter & E-News Distribution Drives Awareness

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RESULTS

The pre- and post-conference strategy was considered a resounding success at raising awareness for the new research service with its target audience and on the Web in general:

After only 7 days...

- The combined press release outreach plus Twitter launch/daily postings resulted in Google hits for the release using the company name appearing on page 1 and 2 of results (#5, 8, 11, 19)
- Searches on the more generic “oncology market research” phrase found the release on page 1 (#9)
- Searches on the term “oncology syndicated research” found the release on page 1 (#4, 6)
- The version of the release sent via Twitter received over 1,400 clicks with a potential audience reach of over 4,500 Twitter users [1]
- During the two-week pre-conference period The potential audience for the client’s Tweets increased from 4,505 to 50,043 users

After 19 days...

- The news release received 277 unique clippings of the release across two of the PR sites
- Google searches on the company name showed the release’s presence relatively stable at #7, 8, 10, 16 positions (page 1 & 2)
- Google results for the terms “oncology market intelligence” and “oncology syndicated research” remained stable at #9 and #5, respectively
- 18 contacts had subscribed to or “followed” the Twitter account, three of which were key targets the client wanted to break into
- From Twitter postings there were 17 click-throughs to the online press release or back to the company website itself [2]
- The Potential audience for the company's Tweets grew to more than 50,000 other Twitter users as the number of followers quadrupled
- At the end of the post-conference period the client’s Tweets had the potential to reach 66,927 other Twitter users through its 31 followers [3]

[1] As measured by TwInfluence and TweetReach

[2] Bit.ly short URL link tracking

[3] As measured by TwInfluence

For More Information:

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