

Twitter Party

Goals

We created and hosted a blogger brand twitter party in an effort to build our brand as a blogger brand connector and to promote our 3rd Annual Social Media Master's Summit.

Target Audiences

- Bloggers
- Brand Marketers
- Small Business Marketers
- Agency and independent Social Media Consultants

Goals of Campaign

- Increase awareness and drive traffic to our 3rd Annual Social Media Masters Summit
- Increase awareness and drive registrations to our Influencer (blogger) program
- Provide outlet for brands and bloggers to learn from each other

Promotion via Host Blog Posts



Join us for the first Social Media Masters Blogger Brand Chat on 10/6 from 7-9pm CST

This party is sponsored by the Social Media Masters Summit in Chicago which will be on October 25-26th. Chicago is a hot spot for big national brands interested in working with mom bloggers. And they will be there. These are the kind of brands that are more likely to pay bloggers for their work. Are you interested in spending time with st Social Media Masters Blogger Brand Chat AND/OR come join us in ocial Media Masters Summit. Get to know new bloggers and brands the ones you know

Promotion via email





REGISTER TODAY! http://smms.eventbee.com

Join us!

Tuesday, October 25th Blogger Brand Breakfast Bonus Sessions Book Signing

Wednesday, October 26th 9:00 am - 6:00 pm SAIC Ballroom 112 S. Michigan, Chicago

Dear Hope,

Hope that all is well! As we start to plan more blogger events, we wanted to reach out about a few exciting projects we are working on.

But first, we want to make sure you want to receive our emails!! You are on our list because you've either been to one of our events, we've met you at an event, you signed-up to be one of our influencers or someone recommended you to us.

If you'd like to opt-out - please just click on the opt-out button at the bottom of the page.

Ok now that we have that covered; let's get to the exciting stuff!! We have a lot going on in the next few weeks, hope you can join us!

TONIGHT!!! Social Media Masters Summit Brands working with Bloggers Twitter Party

Interested in working with brands or agencies? Join a real conversation blogger brand chat and have the chance to win fabulous prizes like:

- 1. Round trip ticket on SouthWest Airlines PLUS VIP Ticket to 3rd Annual Social Media Masters Summit (1 winner, \$800 value)
- 2. VIP Ticket to the 3rd Annual Social Media Masters Summit (2 winners) 3. \$50 Jockey gift cards (2 winners)
- 3. FuelTank Uno Charger (1 winner, \$49 value)
- 4. Kenmore Model Stand Mixer (1 winner, deets to come)

Reps from Kenmore, Jockey, Weber Shandwick and Digital Megaphone (Windy City Social) will be part of the conversation and blogger panelists include @bookieboo (our host and b-day girl!) @mommyPR @kimmoldofsky and @momadvice

Sign-up and get lots of chances to win at: http://www.mamavation.com/2011/09/social-media-masters-blogger-brand-chat.html

Promotion via Twitter









Wanna Work w/PR? @Bookieboo hosting Blog Brand Chat w/Social Media Masters Summit, 1 frm 8-10pm EST, bit.ly/mP1W8O #SMMS NEXT THURS: Wanna Work w/PR? Hosting Blogger Brand Chat w/Social Media Masters Summit, 8-10pm EST, bit.ly/mP1W8O #SMMS



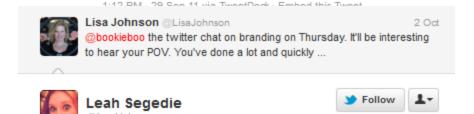
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Wanna Work w/PR? @Bookieboo hosting Blogge Brand Chat w/Social Media Masters Summit, 10/ frm 8-10pm EST, bit.ly/mP1W8O #SMMS (2)



≯ Follow

RT @bookieboo: 30 MINUTES till #SMMS Blogger Brand Chat. Deets here, bit.ly/mP1W8O



@LisaJohnson did u see the panelists on that party? I'm gonna learn from them too;) #SMMS



Wanna Work w/PR? @Bookieboo hosting Blogger Brand Chat w/Social Media Masters Summit, 10/6 frm 8-10pm EST, bit.ly/mP1W8O #SMMS

9:39 PM - 28 Sep 11 via web · Embed this Tweet

★ Reply ★ Retweet ★ Favorite

9:57 PM - 2 Oct 11 via HootSuite · Embed this Tweet

★ Reply

Retweet

Favorite

Let's Get the Party Started! Live, Meaningful Conversations...





Follow

Follow

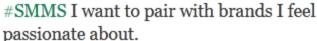
This party is sponsored by #SMMS Social Media Masters Summit. U can chat w/ them through @Windycitysocial live tonight! RT PLS



RT @bookieboo: Q1: WHAT'S IMPORTANT TO YOU WHEN DECIDING WHAT BRAND YOU WANT TO WORK WITH? #SMMS RT PLS #SMMS













Follow

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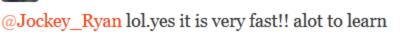








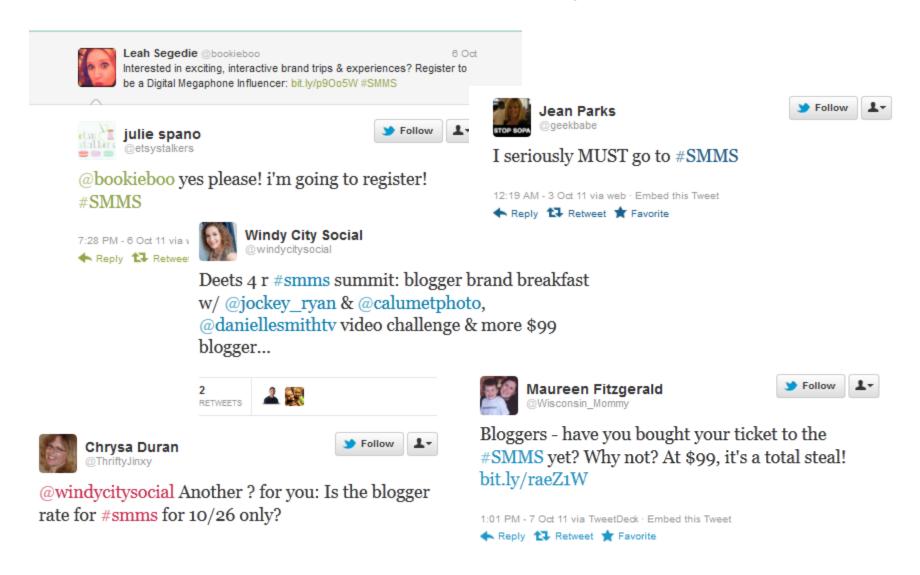
here! #SMMS



7:34 PM - 6 Oct 11 via TweetGrid.com · Embed this Tweet

Reply Retweet * Favorite*

Calls to Action / Buzz



Goals / Results

Program Goals

- Increase awareness and drive traffic to our 3rd Annual Social Media Masters Summit
- Increase awareness and drive registrations to our Influencer (blogger) program
- Provide outlet for brands and bloggers to learn from each other

Results (9/28 – 10/7: promotion start – day after twitter party) Twitter Party

Tweets: 3,900Participants: 302

- Reach: 22.5MM

Social Media Masters Summit Website Traffic

Increased above pre-party levels

Digital Megaphone Influencer Registration

Increased 25% over pre party levels