



3rd Annual
Social Media Masters Summit

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

The image shows a screenshot of a blog post on the MAMAVATION website. The page features a green header with the site name 'MAMAVATION' and the tagline 'CHANGING FAMILIES ON'. Below the header is a navigation menu with links for 'PARTIES', 'GIVEAWAYS', 'GUEST POSTS', 'DADAVATION', and 'ABOUT'. A search bar is visible with the text 'Artly Search for "#smms"'. The main content area displays the title 'Social Media Masters Blogger Brand Chat' and the author 'Mamavation' with 589 comments. The post is dated 'October 4, 2011' and is categorized under 'Giveaways'. The text of the post discusses the author's participation in a Twitter party and a social media summit in Chicago. The page also includes several promotional banners for the '3rd Annual Social Media Masters Summit 2011' and 'windy city social'.

MAMAVATION™ CHANGING FAMILIES ON

ARTIES GIVEAWAYS GUEST POSTS DADAVATION ABOUT

SAH'S POSTS brought to you by: **earth**

Home About Kim Gifted Social Media Mo

WEDNESDAY, OCTOBER 05, 2011

About Your "About" Page and More on B

There's a bonus chat this week, too!

3rd Annual Social Media Masters Summit 2011

the MOTHERLOA

Windy City Social

Social Media Masters Blogger Brand Chat

POSTED ON October 4, 2011 FILED UNDER Giveaways

3rd Annual Social Media Masters Summit 2011

windy city social

On October 26, I'm going to be speaking about b
[Media Masters Summit in Chicago](#) on October 26
with a Twitter chat this Thursday evening from 8
#SMMS. Click for [details and prize info](#) (there ar

This Thursday I will be participating in my first Twitter party and I am looking forward to sharing and learning with you in the first Social Media Masters Blogger Brand Chat along with some other amazing panelists that I greatly admire and have learned from myself. Did I mention that there will be prizes too?

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

ia Masters Blogger Brand Chat
2011 By Mamavation 589 Comments
st Social Media Masters Blogger Brand Chat on 10/6 from
w, it's my birthday so you have to be extra nice to me.)

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rs. And they will be there. These are the kind of brands that are more
gers for their work. Are you interested in spending time with fellow
ids that you can potentially work with in the future? Want to find out
ality pitch and how to work effectively with brands in social media?
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



MommyPR™
@MommyPR



Wanna Work w/PR? @Bookieboo hosting Blogger Brand Chat w/Social Media Masters Summit, 10/6 frn 8-10pm EST, bit.ly/mP1W80 #SMMS



Leah Segedie
@bookieboo



NEXT THURS: Wanna Work w/PR? Hosting Blogger Brand Chat w/Social Media Masters Summit, 8-10pm EST, bit.ly/mP1W80 #SMMS



Lena B
@elenka29



Wanna Work w/PR? @Bookieboo hosting Blogger Brand Chat w/Social Media Masters Summit, 10/6 frn 8-10pm EST, bit.ly/mP1W80 #SMMS (2)



Mary
@SweepingMe



RT @bookieboo: 30 MINUTES till #SMMS Blogger Brand Chat. Deets here, bit.ly/mP1W80

6:35 PM - 6 Oct 11 via TweetGrid.com · Embed this Tweet

← Reply ↻ Retweet ★ Favorite



Lisa Johnson @LisaJohnson

2 Oct

@bookieboo the twitter chat on branding on Thursday. It'll be interesting to hear your POV. You've done a lot and quickly ...



Leah Segedie
@bookieboo



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

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

← Reply ↻ Retweet ★ Favorite



Michelle Kay
@thedomesticexec



Wanna Work w/PR? @Bookieboo hosting Blogger Brand Chat w/Social Media Masters Summit, 10/6 frn 8-10pm EST, bit.ly/mP1W80 #SMMS

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

← Reply ↻ Retweet ★ Favorite

Let's Get the Party Started!

Live, Meaningful Conversations...



Leah Segedie
@bookieboo



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



Anne-Marie Nichols
@amnichols



@notasupermom Passion is so important! It's why we blog, after all. **#SMMS**



Julie
@dutchbeingme



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

7:05 PM - 6 Oct 11 via TweetChat · Embed this Tweet

← Reply ↻ Retweet ★ Favorite



Amanda @beeacutie2

6 Oct

the products has to be something I will really use it is not about free products **#SMMS**



Marcy Massura
@marcymassura



@beeacutie2 This is a great reason. We love to hear this from our bloggers! **#SMMS**



Ryan Belcher @Jockey_Ryan

6 Oct

I hear that! I can barely keep up! RT **@JoeyfromSC**: I want to go back & save/read the transcript from here lol..learning alot! **#SMMS**



JoeyfromSC
@JoeyfromSC



@Jockey_Ryan lol.yes it is very fast!! alot to learn here! **#SMMS**

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

← Reply ↻ Retweet ★ Favorite



Anne Parris
@notasupermom



#SMMS I want to pair with brands I feel passionate about.

Calls to Action / Buzz

 **Leah Segedie** @bookieboo 6 Oct
Interested in exciting, interactive brand trips & experiences? Register to be a Digital Megaphone Influencer: bit.ly/p9Oo5W #SMMS

 **julie spano**
@etsystalkers

 Follow 

@bookieboo yes please! i'm going to register!
#SMMS

7:28 PM - 6 Oct 11 via v
← Reply ↻ Retweet



Windy City Social
@windycitysocial

Deets 4 r #smms summit: blogger brand breakfast
w/ @jockey_ryan & @calumetphoto,
@daniellesmithtv video challenge & more \$99
blogger...

2
RETWEETS



Chrysa Duran
@ThriftyJinxy

 Follow 

@windycitysocial Another ? for you: Is the blogger
rate for #smms for 10/26 only?



Jean Parks
@geekbabe

 Follow 

I seriously MUST go to #SMMS

12:19 AM - 3 Oct 11 via web · Embed this Tweet

← Reply ↻ Retweet ★ Favorite



Maureen Fitzgerald
@Wisconsin_Mommy

 Follow 

Bloggers - have you bought your ticket to the
#SMMS yet? Why not? At \$99, it's a total steal!
bit.ly/raeZ1W

1:01 PM - 7 Oct 11 via TweetDeck · Embed this Tweet

← Reply ↻ Retweet ★ Favorite

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: 3,900
- Participants: 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