

Category Name: Best Use of Social Media

Category Number: 7

Programme name: Commerce Tweets

Client: IBM

Agency: Neo@Ogilvy

URL or microsite: www.commercetweets.com



Summary :

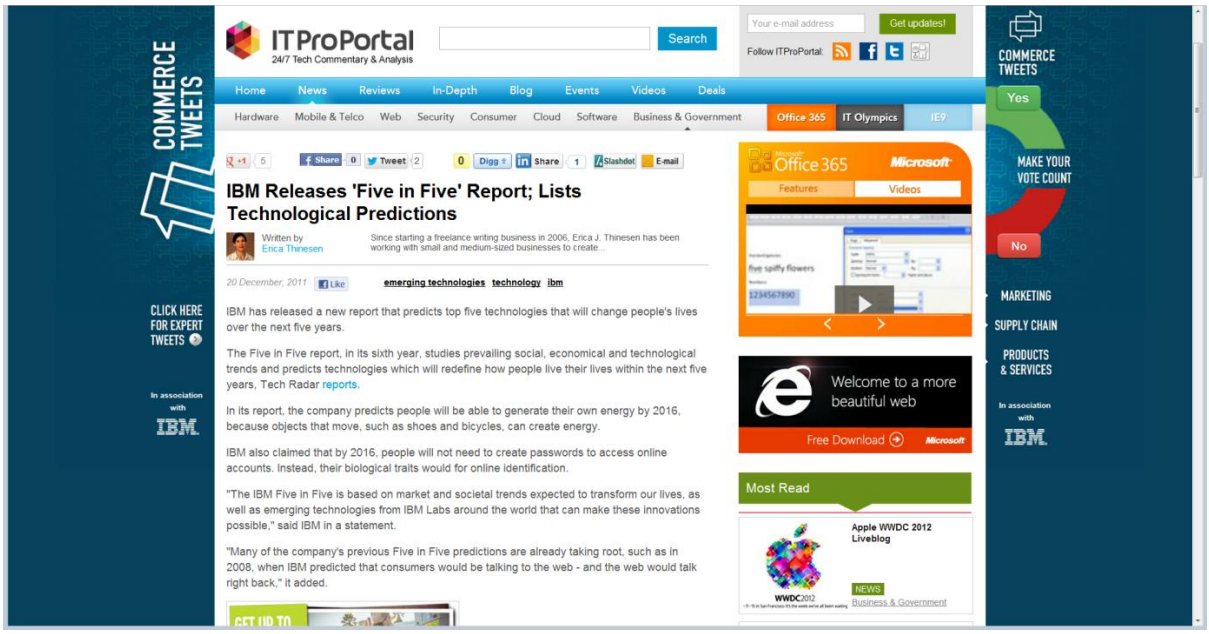
The Commerce Tweets campaign was centred around online communities and their ability to engage with audiences. Neo partnered with Net Communities, an online network comprising of more than 400 sites with a focus on technology and business, to create a social media platform that could aggregate tweets and trending articles around three topics important to both IBM and their audience: Marketing, Products & Services and Supply Chain. Aligning each trend to its respective channel, this project enabled the audience to discover what their peers were discussing/sharing along with relevant breaking news. Monitoring trends in conversations, IBM encouraged an open dialogue with the audience, distributing relevant content that would assist their audience. It allowed IBM to reach out to their audience in a novel way, identifying what was important to them and bringing like-minded people together, enabling them to share their experiences, knowledge & ideas. Continuous optimisation, focused on targeting what influential users were following, allowed the campaign to achieve 365 followers, which is 7 times higher than other similar activities including organic Twitter promotion. With over 1,150 content downloads, the engagement rate of this campaign was 5.5%, and the ROI 4 times more efficient than comparable digital activity.

IBM

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Objective:

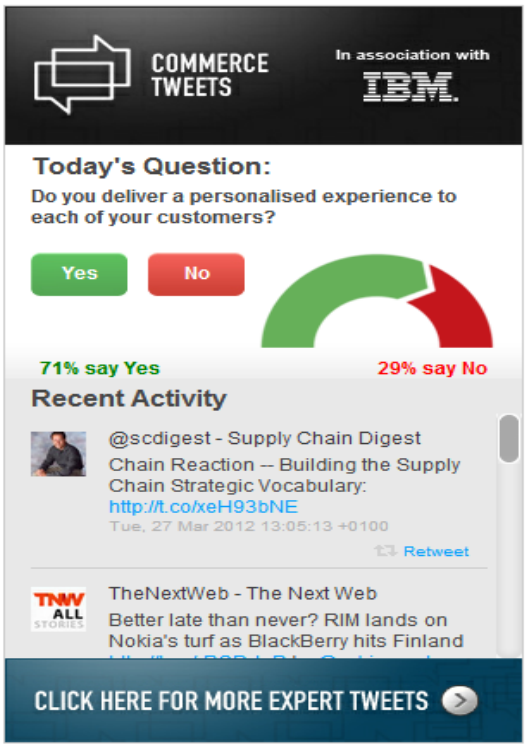
The objective was to monitor, influence and engage with the conversation on Twitter that was being conducted among IBM's target audience around commerce related content such as marketing, supply chain and product & services, engaging with these users through social media.



Media, channels or techniques used

The partnership utilised the IT & Business Decision Maker communities that Net Communities offered, and established editors to build buzz around the site. Whilst peer-to-peer influence was crucial, we also drove users to the site using co-branded advertising, editorial and social media influence. We managed the

@commerce_tweets account, reaching out to influencers to start conversing within our feed creating earned media for IBM.



The target audience

Business Decision Makers working in Supply Chain, Marketing and Products & Services

This audience are time poor so finding a way to engage and converse with them had always been a challenge.

Timescales of the campaign

Research Period: **March – July 2011**
Net Communities monitored trends across Twitter and established a list of 'influential' (tweeters, tweeps. Twitterers. Twitter users) from the relevant industries.
Campaign sign off: **July 2011**
Site Live & Campaign Ran: **September – December 2011**
In addition, past the promotional period the site has remained live and has gained substantial organic traction over the last few months, with over 3,500 more page views.

Budget
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results:



Client testimonial

"The project developed an innovative social-media based solution, Commerce Tweets, which helped us (IBM) to reach a new audience in a highly engaging and interesting way. The campaign was successful in creating awareness of our new market proposition and drove record dwell times and engagement rates on the campaign landing page. It was the first time we had executed such a programme of activity, however the risk we took certainly paid off. The focus on outcomes and results as opposed to just activity alone is what sets this campaign apart from many others in the social media space."

– Nick Welsh, IBM UK Advertising Manager


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