

Social campaign reaches 1.2 million, drives activations and awareness

AT&T Velocity hotspot interest and activations fall off after launch

ZTE

ZTE is a Top 5 telecommunications manufacturer with a wide range of mobile devices including mobile phones, tablets, mobile broadband modems and hotspots and family desktop integration terminals manufactured for more than 230 carriers and distributors in 160 countries and regions.



THE METRICS

20 Total social media posts published for this campaign

1.7+ million Social media impressions

1.2+ million Unique viewers

9,797 Engagements; likes; shares; comments; clicks

251 New Facebook fans gained

67 New Twitter followers gained

SOCIAL CAMPAIGN TO SPUR DEVICE ACTIVATIONS

The challenge: In October 2014, the world embraced an amazing new piece of hotspot technology called the AT&T Velocity™. Unfortunately, as time passed, activations for this device slowed. Looking to infuse life back into this product, ZTE (the manufacturer) wanted to spur activations and brand awareness via social media. The catch – ZTE wanted to accomplish this without generating any new assets, such as ebooks or graphics, and without leveraging existing media coverage. The company had a modest one-time budget for promoted content, but needed help formulating and executing on a focused social campaign that would drive clicks back to the website and encourage engagement on their social channels.

FOMO – THE FEAR OF MISSING OUT

The idea: Voxus knew this campaign needed to hit hard and fast, given the tight budget. The team proposed a 3-week user-generated content campaign designed around the trending topic of #FamilyFOMO (Fear of Missing Out).

SPRING BREAK VACATION AND TRAVEL BUILD NEED

The solution: #FamilyFOMO focuses on the benefits of maintaining connectivity while traveling. This campaign was designed around spring break, when vacation and travel traditionally spikes for the hotspot demographic. It asked consumers to submit their travel photos for the opportunity to win an AT&T Velocity and six months of service (a \$300 USD value).

Voxus developed an editorial calendar with enough original content to reach the target audiences during a three-week period. The team also coordinated content with ZTE's internal social media team that was already underway with a major social campaign around its corporate sponsorship of the NBA. Working with ZTE, Voxus developed KPIs such as unique page views and contest entries for the program. The team also integrated with the company's lead-management software to ensure the campaign captured all desired contest KPIs. This included integration with social media measurement software and a paid promoted content management system.

1.2 MILLION UNIQUE VIEWERS, THOUSANDS ENGAGE

The results: Overall, the campaign reached more than 1.2 million unique viewers (all within a targeted demographic). It generated nearly 200 qualified entrants into the contest and spurred a large volume of chatter and conversations across Facebook and Twitter. There were close to 10,000 engagements on the campaign content, and it drove thousands of unique viewers to the contest signup page, which featured additional hotspot product information.

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