

Twebinars: How Radian6 Generated Brand Awareness Through Social Media and WOM

The Challenge

Interest in Radian6's social-media-monitoring platform depended on a wider adoption of social media among marketing and communication professionals. They planned a webinar series to educate and attract marketing decision-makers who wanted to learn about social media but had yet to embrace it in their own activities.

They noted at conferences that social media veterans discussed content both face-to-face and via back-channel conversations on Twitter. Radian6 saw the advantages of creating a more dynamic webinar format that encouraged participants, especially newcomers, to get involved in social media and use it to interact about the presentation.

The Solution

What resulted was a Twebinar, a free multi-dimensional webinar series with three objectives: to provide quality content from social media leaders, to incorporate social media technologies, and to foster networking among speakers and participants.

Radian6 announced the event via email to social media and word-of-mouth organizations, and a Facebook ad targeting marketing and PR professionals. But the most effective promotion came from word-of-mouth. Many were people excited to be part of the experiment; some were bloggers who shared the news with their readers. Webinar interviewees also blogged about the Twebinar, and used Twitter to spread the word to their followers.

The Results

Over 1,500 people registered for the first Twebinar, five times as many as a typical webinar, most of them targeted PR and marketing professionals. The word-of-mouth campaign generated significant blog coverage and website traffic from 71 countries. 2,000+ tweets were recorded about and during the event.

The campaign became a textbook example of the power of online word-of-mouth marketing. With a unique name, fresh content, and an interactive format, the

Case Study Library



Twebinar has generated significant buzz and increased brand recognition for Radian6. The series successfully introduced newcomers to social media and positioned Radian6 as a thought leader.

Client: Radian6

Agency:

Budget: Undisclosed

Date of Campaign: June through August, 2008 (3 part series)

Case Study URL: <http://www.twebinar.com>