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VOL. 127 | NO. 11 | Wednesday, January 18, 2012

## Guerrilla Sales & Marketing

# Top 2011 Social Media Campaigns



Lori Turner-Wilson

By Lori Turner-Wilson

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2011 was a banner year for social media marketing as brands large and small began to utilize it proficiently. Four brands in particular executed creative campaigns that generated high levels of targeted consumer engagement.

**Levi's Water Tank Campaign:** Levi's designed a Facebook application to educate the public about its cause of choice – [Water.org](#), which promotes clean water projects across the globe. Consumers were encouraged to complete a series of tasks, listed on a special tab on Levi's Facebook page, to "unlock" water. When a targeted level of water was unlocked, Levi's committed to donating \$250,000 to the charity.

The beauty of the campaign lay in the degree of engagement. Participants were encouraged to like the Levi's Facebook page, pledge to conserve water, tweet using the #waterless hashtag, donate to [Water.org](#), and scan a QR code in any Levi's store. Participants could win Levi's jeans or a trip to a community receiving access to clean water from [Water.org](#).

**Edge Shave Gel's Anti-Irritation Campaign:** To reinforce its primary product benefit, Edge campaigned to "reduce irritation" for its social media followers. The brand read thousands of Twitter streams to identify followers in need of a random act of kindness.

More than 200 people benefited, receiving everything from cereal to iPads. One woman received a megaphone after tweeting how she wished her husband would turn up his hearing aid. In three months, the campaign generated 1,500 followers with the #soirritating hashtag used nearly 7,000 times.

**Sony's Catch the Tablet Campaign:** To launch its new tablet, Sony deployed a social media scavenger hunt. Consumers visited a custom Facebook page for clues about where to find Sony social media reps across the U.S. To enter the contest, consumers photographed themselves with the Sony rep and the new tablet, then tweeted that photo with the #catchthetablet hashtag.

This campaign not only put the new tablet into the hands of consumers, but it also created high engagement levels on both Facebook and Twitter with over 10,000 contest entries.

**KLM's Live Tweet Campaign:** KLM Airlines launched a stunt marketing campaign to tout its response to customer social media messages within one hour of receipt 24 hours a day, seven days a week. For one hour, KLM responded to all Facebook and Twitter messages by

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PROPERTY SALES	58	186	893
MORTGAGES	79	334	1,360
FORECLOSURE NOTICES	52	144	469
BUILDING PERMITS	176	816	1,856
BANKRUPTCIES	58	323	961
BUSINESS LICENSES	21	111	332
UTILITY CONNECTIONS	83	436	1,332
MARRIAGE LICENSES	13	54	176

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way of videos showing 140 (the maximum length of a Twitter message) of their employees holding giant letters over their heads to spell out a “living response.” Customers got to see their response assembled live before their eyes within the hour.

When conceiving your own social media campaign, bear in mind that success has less to do with how many total “likes” or “followers” you generate. What’s more important is how well participants align with your target market and the degree to which they engage with your brand.

*Lori Turner-Wilson is an award-winning columnist and managing partner of RedRover Sales & Marketing, [www.redrovercompany.com](http://www.redrovercompany.com). You can follow RedRover on Twitter (@redrovercompany and @loriturner) and Facebook ([facebook.com/redrovercompany](https://facebook.com/redrovercompany)).*



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1. [Details Emerge in Morgan Keegan Sale](#) by Andy Meek on Jan 13
2. [Raymond James Welcomes Morgan Keegan to Fla. HQ](#) by Andy Meek on Jan 19 @ 2:20A
3. [Home Away From Home](#) by Aisling Maki on Jan 19
4. [Ex-Wright Exec Sues](#) by Aisling Maki on Jan 17 @ 2:05P
5. [Suburban Schools Reports Conclude No Cost To Get Buildings](#) by Bill Dries on Jan 18 @ 11:56A

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