



Domino's



EBOOK SERIES

How three brands used Twitter advertising to drive engagement & results

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Since Twitter launched its advertising platform in April 2013, both small businesses and some of the world's largest brands have been eager to give Twitter Ads a try.

Twitter's incredible targeting options make it the ad platform many digital marketers have been waiting for. From geography to followed accounts, Twitter Ads gives marketers granular, highly specific targeting options that make even the most micro-niche campaigns feasible.

To learn more about how companies are using Twitter's ad platform to drive brand awareness and generate measurable results, we have provided 3 examples.

1. Samsung: Launching a new product.
2. Domino's Pizza: Driving awareness of a new offer.
3. Ben & Jerry's: Crowdsourcing the creation of a new ice cream flavor.

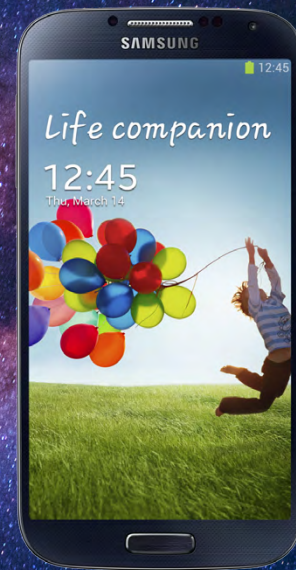
Whether you're a small business owner or a marketing professional at an agency or "big brand" company, you can learn a lot from observing the results of others. Read on as we dig into three Twitter Ads case studies to discover best practices and learning outcomes.

Learning Outcomes

- Gain an introduction to Twitter and its advertising capabilities.
- Understand the marketing benefits from Twitter including brand awareness and engagement.
- Gain an awareness of the integrated elements involved in using Twitter for your organisation.



#ConUnGalaxyS4



SAMSUNG

Example 1: How Samsung Mexico used Twitter Ads to launch the Galaxy S4

The Objective

Raise awareness of the launch of the new Samsung Galaxy S4 smartphone

In 2013, Samsung Mexico had an exciting new product that was ready to launch: the at-the-time new Galaxy S4 smartphone.

Like most established brands, Samsung was already the topic of conversation on Twitter. In an effort to capitalize on the organic conversation occurring amongst Twitter users, Samsung used Promoted Tweets to expand its reach and raise awareness of the Galaxy S4 launch.

Samsung built its Promoted Tweets campaign around three hashtags: **#ConUnGalaxyS4**, **#UnGalaxyS4Para** and **#LoMejorDelGalaxyS4Es**. Samsung's marketing team gave users a simple incentive to share the hashtag: the chance to win their own free Galaxy S4.

Each Promoted Tweet linked out to an external microsite, with users represented by glowing stars. The more active a user was in the campaign, the brighter their star would become, and the greater their chances of winning a free Galaxy S4 would get.

Using internal campaign performance data, Samsung's team knew



that their campaign would receive the highest response rate between 4:30pm and 7:30pm. Their team parted the Twitter campaign to run during this active period, improving the total return on ad spend.

Samsung's team announced a winner at the end of each contest day,

keeping momentum up throughout the campaign and preventing “ad fatigue” from setting in.

To target the campaign, Samsung used a combination of keywords and interests. Keywords such as “Galaxy S4” were added to the campaign’s targeting options to target users already discussing the new smartphone.

To further refine the campaign’s reach, Samsung’s team also used interest categories such as technology, mobile and cell phones.

Finally, Samsung connected with local radio and communications partners to extend the reach of the campaign, tapping into their Twitter audiences for a larger audience.

The Results

Samsung’s campaign was a significant success. More than 295,000 tweets were published with the company’s three promotional hashtags, and the Promoted Tweets received 42,000+ unique interactions on just 700,000 impressions -- an extremely high ratio.

The official Samsung Mexico Twitter account, @samsungmobilemx, earned 8,000 new followers by the end of the campaign, giving Samsung a lasting audience to which it can market its future products and special offers.

42k

unique
interactions

8k

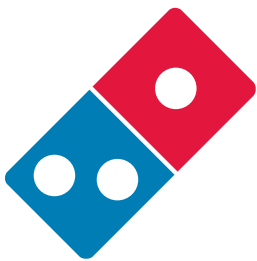
additional
followers

295k

Tweets
published

Samsung's campaign was a success for three reasons:

- First, the company recognized that there was already a conversation occurring about its product, and built its own campaign around the conversation instead of trying to force a new conversation to begin.
- Second, Samsung's marketing team used tight, clearly defined targeting parameters to reach people with an interest in technology and smartphones. This helped the campaign achieve such a high engagement rate.
- Finally, Samsung used Promoted Accounts to expand its reach and develop an entire community of brand influencers. This helped the campaign achieve the incredible scale it grew to in just a few days.



Example 2: How Domino's Pizza used Twitter Ads to promote its #BigNightIn

The Objective

Promote the #BigNightIn Pizza Deal. Domino's Pizza Group is constantly rolling out new offers and promotions, and it saw Twitter as the ideal platform for promoting its "Big Night In" promotion in 2013.

Pizza is a natural match for a night at home watching the TV. To complement its television ads, Domino's used Twitter Ads (through a service called Adaptly) to run program-specific ads aimed at people watching TV in the UK.

The objective of the campaign was to raise awareness of Domino's Big Night In promotion -- a meal deal aimed at families spending the night at home instead of going out to eat elsewhere.



To promote the campaign, Domino's used the hashtag **#BigNightIn** and developed the campaign around the UK's most popular TV shows. Ads were targeted to followers of shows with a broad, diverse reach, such as:

- The X-Factor
- Strictly Come Dancing
- I'm a Celebrity Get Me Out of Here

Unlike Samsung, which narrowed its targeting to people specifically interested in its product, the approach Domino's took was different. Instead of targeting people with an interest in pizza -- an interest that's difficult to target online -- it targeted interests that complement its product.



"#imacelebrity is back - RT if you'll be watching. Treat yourself to a deal on us and make it a #BigNightIn"

The Domino's marketing team used promoted tweets like the following to reach out to people watching the night's most popular TV shows and promote the Big Night In promotional deal:

Other TV programming targeted by Domino's included sports and reality TV, all of which gave the company an opportunity to target activities that complement its offer.

Domino's were aware of the complementary nature of their product. Rupal Patel, their digital campaign manager, said: "'Twitter, TV and pizza go hand in hand, which is why we were so keen to try TV conversation targeting when it was first announced."

The Results

The #BigNightIn campaign was a considerable success for Domino's. The campaign achieved an engagement rate of 5.2% and an average cost per engagement of £0.21. DominosUK also recorded its greatest ever engagement rate during the campaign, with one tweet reaching an impressive 23%.

Overall, Domino's achieved more than 24,000 brand mentions on more than three million tweet impressions. The campaign reached a diverse, broad audience of people checking in on Twitter while tuning in for the night's top TV programming.

23%

reach of one
tweet

24k

brand
mentions

5.2%

engagement
rate

The #BigNightIn campaign was a success for three reasons:

- Domino's picked a distinct, memorable and unique hashtag -- #BigNightIn -- that had a direct link to their marketing offer.
- Instead of reaching a small audience of people interested in pizza, Domino's reached a large audience by targeting people interested in specific TV programs, sports teams and celebrities.
- To improve engagement, Domino's used rich media and photos. This helped the brand's tweets stand out from the crowd and achieve a high engagement rate and low average cost per engagement.



Example 3: How Ben & Jerry's used Twitter Ads to outsource R&D for its new flavor

The Objective

Encourage ice cream customers to submit suggestions for a new Ben & Jerry's flavor

Ben & Jerry's has a long history of interacting with its customers. Since its launch in 1978, the Vermont-based company has asked its customers to suggest their ideas for new flavors, most recently via its website and social media accounts.

For its campaign, Ben & Jerry's hoped to crowdsource the process of thinking up its latest ice cream flavor, all while engaging its audience of prospective customers using a combination of Twitter Ads and mass media.

To promote its campaign, Ben & Jerry's created the hashtag #MyBenandJerrys. The hashtag was promoted on Twitter through Promoted Tweets, and in television advertising in an attempt to encourage TV viewers to engage with the campaign online.

Like the examples listed above, Ben & Jerry's used Promoted Tweets and Promoted Accounts for its campaign. It also made use of Promoted Trends to improve visibility of **#MyBenandJerrys** amongst Twitter users.



Ben & Jerry's marketing team decided on #MyBenandJerrys as their campaign's hashtag for several reasons:

- It included the company's brand name, but not in an artificial or forced way
- It gave consumers a sense that they were part of the promotion by using the determiner "my."
- It was short, simple and easy for social media users to share and remember.

In addition to the use of Promoted Tweets, Promoted Accounts and Promoted Trends, Ben & Jerry's reached out to celebrities -- particularly X Factor contestants -- to maximize the organic reach of the campaign.

Ben & Jerry's used direct engagement with customers to improve the campaign's results. When customers submitted their new flavor ideas, the brand responded with custom packaging ideas, all based on the user's concept.

The Results

This combination of paid advertising, organic outreach and a real, authentic response to users made the #MyBenandJerrys campaign a huge success.

Ben & Jerry's achieved a 61% increase in mentions when its television campaign was combined with Twitter. The campaign produced an additional 6,800 followers for the official Ben & Jerry's Twitter account.

At the campaign's peak, the Promoted Tweets had a 15.2% engagement rate on an average of 5.6%. When combined with TV conversation targeting, Ben & Jerry's achieved an engagement rate of 8.53%.

61%

increased
mentions

6.8k

additional
followers

15.2%

peak promoted tweet
engagement



The most successful aspect of the campaign was the Promoted Trend, which achieved a strong 19.4% engagement rate. Over the course of the campaign, the #MyBenandJerrys hashtag was mentioned more than 9,600 times.

Ben & Jerry's succeeded with Twitter marketing for three reasons:

- The company's campaign was built around a simple, memorable, brand-focused hashtag: #MyBenandJerrys.
- The campaign integrated TV and Twitter, creating a synergy that improved engagement and produced a measurable improvement in results.
- There was authentic interaction with customers, involving rich, shareable content such as custom ice cream infographics.

Questions for self

1. What are the benefits of using Twitter Ads for awareness raising and audience engagement?
2. What were the critical success factors in common across all 3 campaigns?
3. Give 3 examples of how your organisation can use Twitter Ads as part your marketing strategy.
4. What popular hashtags can you include in your Twitter postings or advertising?
5. How could you use crowdsourcing on Twitter as part of your marketing strategy?

By investing in a digital marketing course that is tailored to your specific needs and interests, you can significantly enhance your marketing effectiveness.

