



## BlogTalkRadio Case Study: Wal-Mart

BlogTalkRadio's technology and targeted outreach strategies create a successful online event for Wal-Mart's *Twilight* DVD campaign

### Background:

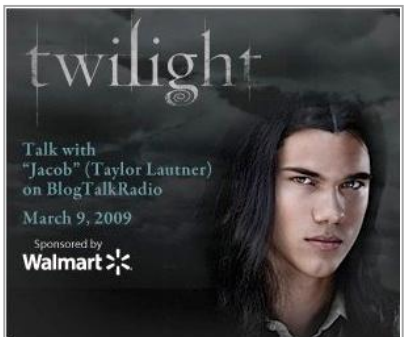
*Partnering with BlogTalkRadio provides your company with the ability to reach demographics as wide or as specific as you choose, using cutting-edge broadcasting and networking tools at the forefront of social media.*

In March 2009, we partnered with Wal-Mart to help promote the DVD release of the hit film *Twilight*. The following case study will demonstrate how using BlogTalkRadio with blogging and other viral marketing campaigns including Twitter, Facebook, and MySpace, created a very successful online broadcasting event.

BlogTalkRadio's partnership with Wal-Mart began in January 2009, when the \$163 billion retailer launched its Elevenmoms Radio Network on BlogTalkRadio.

As part of an integrated marketing campaign for their exclusive DVD release of the hit film *Twilight*, the retailer approached BlogTalkRadio about producing a live broadcast with star Taylor Lautner. We developed a 90-minute special co-hosted by Amy Clark, one of the Elevenmoms hosts, and JoAnn Kubasek, host of our popular *Stardish Radio* show. Taylor appeared live from the set of the *Twilight* sequel, *New Moon*, to talk with fans around the world about making the series, and about the DVD's new features.

Successful viral marketing programs leverage Web 2.0 tools such as blogs, forums, and social networks such as Twitter, Facebook, and MySpace, to expand your corporation's online reach. BlogTalkRadio's Outreach Department focused on a combination of the platforms listed above plus traditional PR outreach both online and offline, creating an interactive campaign geared towards key demographics. Those demographics included *Twilight's* core teen fan base and their parents, as well as women over 25 who are fans of the original book series.



### Strategy & Execution

## Outreach:



**Beginning one week prior to the show, BlogTalkRadio executed its outreach campaign using the following methods:**

- Outreach to more than 100 *Twilight*, celebrity, film, family and other related blogs, forums, and web sites, which included embedded HTML code for the show's player to be posted directly on their home pages.
- Email alerts to opted-in BlogTalkRadio hosts and listeners.
- The creation of special-event pages on Facebook, MySpace, and Ning.
- Daily Twitter updates by multiple BlogTalkRadio employees with Twitter followers in the tens of thousands.
- An ad campaign throughout the BlogTalkRadio site, which included in excess of 1 million banner impressions.
- Regular news updates on our blog.
- Creation of Taylor Lautner pages in our forum.
- On-air promos on more than 50 of our top entertainment shows.
- *Twilight* DVD giveaways on our top 15 entertainment and family-oriented shows.
- PR agency outreach to both online and offline journalists.

## Results:

**As you can see from the data points listed below, BlogTalkRadio delivered a highly successful and unique online event for Wal-Mart:**

- 214 web sites referred visitors to the show page.
- More than 27,000 listeners from around the world logged onto the live show, 5,000+ of which did so via some form of phone.
- Over 89,000 archive listens to date.
- Among those callers was *E! Online* columnist Marc Malkin, who proceeded to interview Taylor live on-air.
- More than 1,600 listeners posted comments on the show page.
- As a result of Wal-Mart campaign, according to *Supermarket News*, *Twilight* DVD pre-orders are at record levels.
- Additionally, hundreds of thousands more people worldwide have read about the special in more than 75 media outlets.

## What BlogTalkRadio Can Do For You

The power of BlogTalkRadio's technology and outreach efforts gives your company the potential to reach existing audiences in new ways. BlogTalkRadio can work with your marketing departments and agencies to develop customized campaigns targeting the demographics and audiences that you are seeking to create a solid ROI.

**For more information on partnering with BlogTalkRadio, please contact:**

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