



BlogTalkRadio Case Study: Frigidaire

Woman's Day Network – Radio WD increases reach for “5 things you would do with an extra hour” campaign

Background:



Frigidaire partnered with Radio WD and BlogTalkRadio to highlight their latest survey, which reveals that a mom spends nearly 200 hours each month doing routine house work rather than doing the things that she loves, and to promote Frigidaire's contest: "5 things you would do with an extra hour." Frigidaire's goal was to draw women to check out the new Frigidaire products, including a washing machine that can save up to an hour's worth of time, cleaning clothes faster. To attract women to read the survey and enter the contest, Radio WD featured the contest on its "EverydayStyle" show, where Woman's Day Executive Editor Ellen Breslau interviewed leading mom expert Stacy Debroff of Mom Central. The interview was focused on ways to create more time for busy moms, and throughout the show highlighted and promoted the Frigidaire contest as well as Frigidaire's time saving appliances.

Strategy & Execution

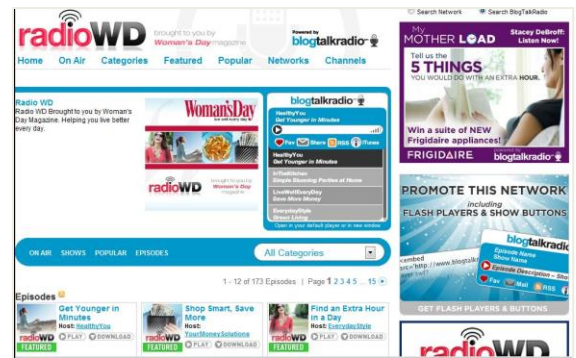
BlogTalkRadio's Outreach Department focused on a variety of promotional tactics for the Frigidaire campaign, including tapping into the existing BlogTalkRadio and Woman's Day bases, as well as spreading the message to forums and blogs that are geared towards moms.

- An e-newsletter about the show sent to 125,000 BlogTalkRadio subscribers
- An e-blast about the show sent to 10,000 Woman's Day subscribers
- An ad campaign throughout the BlogTalkRadio site, which included in excess of 500,000 Frigidaire banner impressions
- Event invitations for the show on the BlogTalkRadio Facebook page to our 2,005 friends and on the Woman's Day Facebook to their 2,300 friends
- Editorial mentions on the WD homepage
- A dedicated web page by Woman's Day
- Woman's Day Online promotional listing
- Mentions of the interviews on top BTR shows
- Twitter updates from outreach team throughout the day the show aired
- Targeted SEM

Outreach: Cont'd

Outreach to relevant blogs and social networking sites:

- 70 Blogs including Mom-Blog, Busy Mom Blog, Alpha Mom, The Mommy Blog
- 5 Twitter Groups including Mom Bloggers, Mom to Be, Mommy Blogs
- 35 Facebook Groups including Mom Central, Moms Rising, Moms on Facebook
- 31 Ning Groups including Mom Bloggers Club, Green & Clean Mom, Mom Entrepreneurs
- 3 MySpace Groups including Mommy Loop, Young Parents Group, 20s Mommyz



Results:

BlogTalkRadio delivered a highly successful campaign with significant exposure for Frigidaire

- Frigidaire e-newsletter had an 11.5% open-rate (13,195 people) and a click-thru rate of 5.6% (744 click-thrus)
- The show has had 13,998 downloads since the interview
- Pre-interview Frigidaire audio spots targeted to shows within a similar demographic as well as on Radio WD Network had 32,945 listeners

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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