

Social Media and Mobile Integration



A whopping 38% of Facebook users access the social networking site via their smart phones—that's over 300 million monthly users from mobile apps alone.* However, one problem stands in the way of brand managers being able to capitalize on this popular trend: third party apps that provide popular social media campaign components, like contests and sweepstakes, are not mobile-optimized.

Look to DG3 to mobile-optimize your brand's social media experience. We have all the tools and expertise to make your next mobile campaign a success on any social media site.

Key Features

► Seamless Social Media Integration

Leverage common Social Media tools such as Facebook, Twitter, Digg, Google+ and LinkedIn across all platforms seamlessly for greater campaign reach.

► Facebook App Customization

Customize third party social media applications—which enable contests, sweepstakes and ecommerce—to perform seamlessly within your campaign.

► Branded micro-encoded QR codes

Provide unparalleled ability to track lead sources and/or capture consumer information.

► Liquid Landing Pages

Optimize the web experience for nearly all mobile devices and give consumers the ability to enter a contest directly from their smart phone.

► User Generated Content (UGC)

Facilitate user-generated content from any device—smart phone, tablet or computer.

► Contest Management

Deliver metrics and reporting, as well as content screening and winner selection.



Benefits

■ **Engage your target audience in social media campaigns without having to worry about third party app compatibility.**

■ **Leverage social media channels to build brand awareness, maximize distribution of your marketing message and ultimately increase sales.**

■ **Place your brand into consumers' hands via more mobile on ramps for maximum purchasing decision impact.**

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Case Study

DG3 Epitomizes Social Media Savvy with Elizabeth Arden “Curve Appeal” Contest

Unique Branding Campaign Captures a Younger Market and Delivers More Than 45,000 Likes

The Challenge

Elizabeth Arden's Curve fragrance needed a boost among younger consumers. In order to reposition Curve for a younger audience, DG3 suggested a social media centered launch. The campaign featured a contest hosted on Curve's Facebook Fan Page called “Curve Appeal”. Facebook was selected as the obvious vehicle for greatest exposure due to its enormous pool of active users; however, hosting a mobile-optimized user-generated content (UGC) competition presented technical challenges. Because Facebook's mobile web platform is not compatible with contests and other third party apps, DG3 had to customize and integrate the contest app, so that contestants could easily upload their photo entries from mobile devices.

The DG3 Solution

To address the social platform limitations, the DG3 Digital Marketing team created a mirror version of the Facebook contest page, which was then set up on a third party site. DG3 recreated the Facebook skin and placed contest assets there for maximum brand impact. To the Facebook user (Curve contestant), it was seamless, immediate and simple.

In order to leverage traditional media with social and mobile components, DG3 customized the contest to fit multiple platforms and work across all mobile devices. Depending on the type of smartphone being used, contestants would either upload a photo directly, or for Apple Safari users, respond to an auto response email with their photo attached.

A unique feature of “Curve Appeal” was the ability for participants to enter once a day, as many days as they would like, over the life of the contest. DG3 screened every entry before selecting each day's featured entries and cleared each contest finalist with a background check.



The Results

- **Vastly exceeded the client's goal** of 500 submissions with a remarkable total of over 3200.
- **Increased Facebook Community** from 0 to 45,000 “Likes” during the four-month campaign period.
- **Broad cross-platform access** provided exposure through branded QR codes placed in both point-of-purchase locations and print publications.
- **First-ever Facebook contest** of its type to be delivered to mobile web .

DG3 Digital Marketing

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About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit www.dg3.com.

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