



## With its campaign #QuieroMiLGIPS, LG Argentina could extend its followers base and the knowledge of its audience about its products

***Under the creation of an interesting contest, the brand motivated its followers to interact and attract new users to its account @LG\_Argentina***

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[LG Electronics, Inc.](#) is a global company, leader in innovation and technology, mobile communications and electronic appliances. LG has more than 93.000 employees working in more than 120 operations worldwide since 1958. Four business units constitute the company: Home Entertainment, Mobile Communications, Home Appliance and Air Conditioning & EnergySolutions. LG is one of the main manufacturers of LCD televisions, cell phones, air conditioners and washing machines throughout the world.

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With the intention of getting to know the Twitter community and generating conversations regarding the new technology of one of its new products, LG Argentina (@LG\_Argentina) launched a Promoted Tweets campaign in October 2013 using the [Lead Generation Cards](#). There were three main goals for this campaign:



Increase the number of followers interested in this technology.



Attract people to the LG website and get users to find out more about the product.



Get to know the digital audience better and strengthen the relationship with them.



## SOLUTION

**How can a technology brand achieve better interaction with its main target audience and get to know them?**

**ORGANIZE A CONTEST** to encourage the followers and non-followers to participate for a chance to win a monitor with an IPS screen, a new model of LED monitors.

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**TWO PROMOTED TWEET CAMPAIGNS** with interest targeting to maximize reach. Tweets were targeted to interest categories such as movies and tv, sports, food and drinks, family, technology and computers, business and others.

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**USING LEAD GENERATION CARD**, to grow its database of people interested in LG products and in that specific technology.

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During 13 days @LG\_Argentina used Promoted Tweets to launch a contest with the goal of highlighting and getting people to know the benefits of a new product. The brand was also looking to measure the knowledge that the Twitter community had about it and used the hashtags **#concursoLGmonitores** and **#quieromiLGIPS** to build and organize the conversation.





## TESTIMONIAL

*“Working with social platforms can always be a surprise because the energy comes from the users, their mood and their humor when they interact with them and relate to other social entities. We decided to use the Lead Generation Card as a tool to get to know better our followers and contestants. During the process, we realized that it has a great potential to consolidate and reinforce our connection with them.”*

### Pedro Mateo Leal

Digital Marketing Coordinator  
LG Electronics

## TIP



Use **Lead Generation Card** to grow your database of interested people.





## RESULTS

**+ 2.2 M**

impressions

**+ 42 K**

interactions

**+ 2 K**

participations with  
Lead Generation Card



## KEYS TO SUCCESS

### #01

#### SPUR CONVERSATION WITH A UNIQUE HASHTAG

that allows you to  
build and organize the  
conversation on Twitter.

### #02

#### CREAT A STRONG AND ATTRACTIVE CALL TO ACTION

that motivates followers  
to interact and follow  
the brand's account.

### #03

#### USE TWITTER TOOLS TO DRIVE QUALIFIED LEADS

to connect with your  
target audience and  
building a long-term  
relationship with the brand

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that Twitter offers for your business.

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