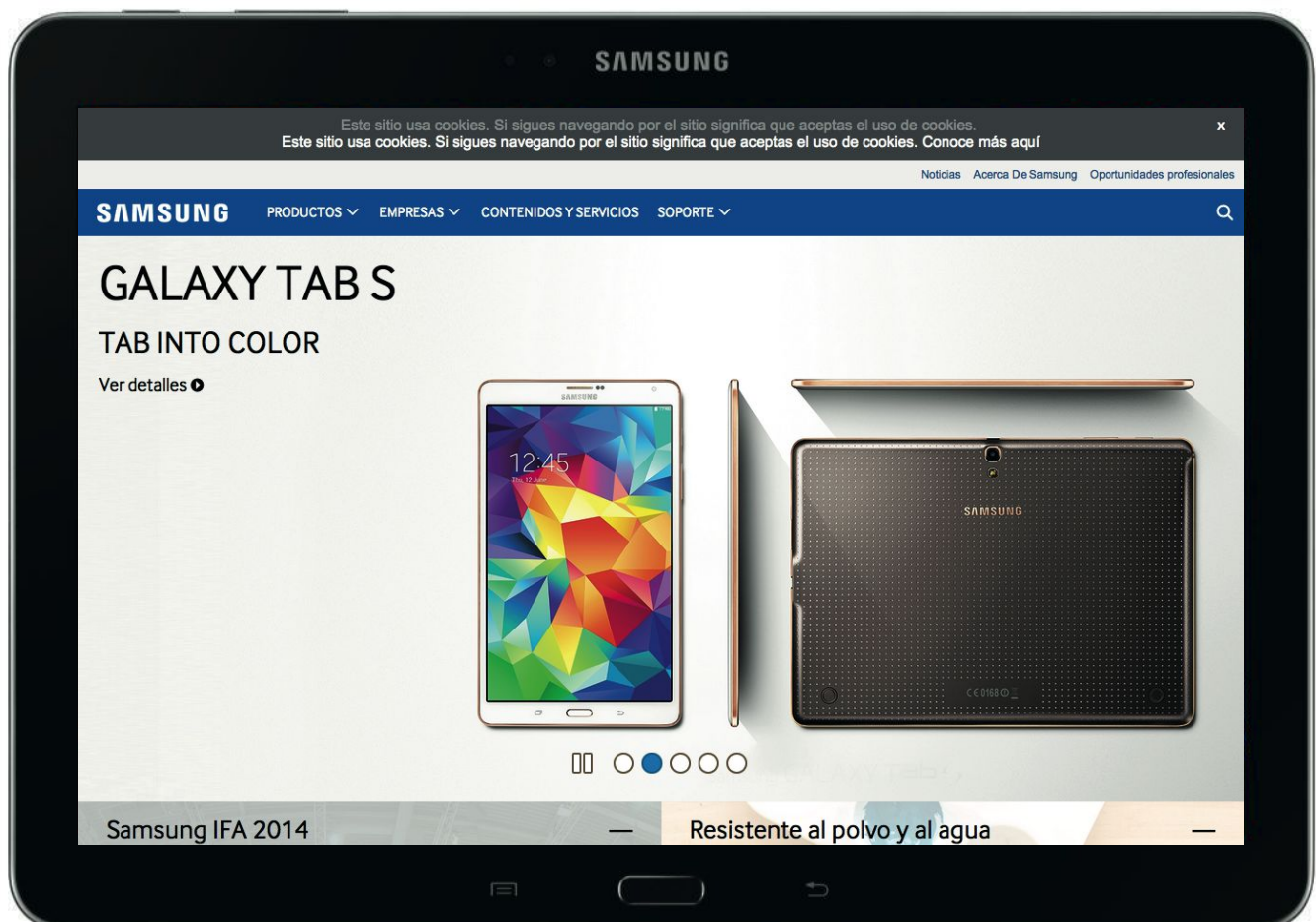




Samsung moves Chilean fans and grows its community.

The Brand took advantage of the attention drawn by the national soccer team and created a promotion to award their followers.

[Samsung](#) is global technology brand with a strong focus on consumer electronics in the Chilean market.





CHALLENGE

How does a technology brand connect with users to build meaningful stories?

The brand wanted to increase the size of its Twitter community, become a referent when it comes to technology brands, and raise awareness of the brand's range of in-market product offerings. They also expected to stand out over the buzz generated by the Chilean soccer team, motivate Chilean fans to share multimedia content and generate a real-time communication strategy during the games.



SOLUTION

As part of an integrated marketing campaign, [@SamsungChile](#) leveraged both Promoted Accounts and Promoted Tweets to generate community growth and an extended reach of their product messaging. The brand targeted Promoted Accounts to Twitter users interested in technology, sports and TV.

The brand also used Promoted Tweets to connect to people's passion around soccer. The brand invited Twitter users to cheer for their team and enter a contest to win a Galaxy Camera by using the hashtag [#630minutosdepasion](#).

They targeted relevant interests like soccer and sports news to get its message in front of the Twitter users most likely to engage. The brand also posed soccer-related questions to fans and gave away products to the Twitter users with the best responses.





TESTIMONIAL



“Samsung is synonymous with technology and innovation and we want to reflect that in the media we choose. Twitter is an important platform that allows us to maximize our reach and impact of our content. The integration of Twitter’s Promoted Account and Promoted Tweet products delivered positive results that exceed our expectations.”

José Tomás De Larraechea

Social Media / Online Marketing IMC & Branding
Samsung Electronics Chile

TIP



Use Promoted Tweets to connect to people’s passion and interests, increase the size of your Twitter community and raise awareness of the brand’s range of in-market product offerings.



RESULTS

300%

growth in interactions related to Samsung products

435%

growth in followers

700%

growth in interactions related to Samsung's sponsorship of national soccer team



@SamsungChile significantly boosted awareness, reach and brand conversation.





KEYS TO SUCCESS

#01

CONNECT TO PEOPLE'S PASSIONS

To connect with the most receptive audience,
@SamsungChile targeted Twitter Ads to
people interested in technology and sports.

#02

SHARE RELEVANT CONTENT

@SamsungChile produced interesting, relevant
content to keep fans engaged and link different
life moments to different Samsung products.

#03

INCENTIVIZE WITH CONTESTS

Entice users to engage through relevant promotions.
To enter a contest, @SamsungChile required
followers to use the hashtag #630minutosdepasion.



Contact us to learn more about the possibilities
that Twitter offers for your business.