



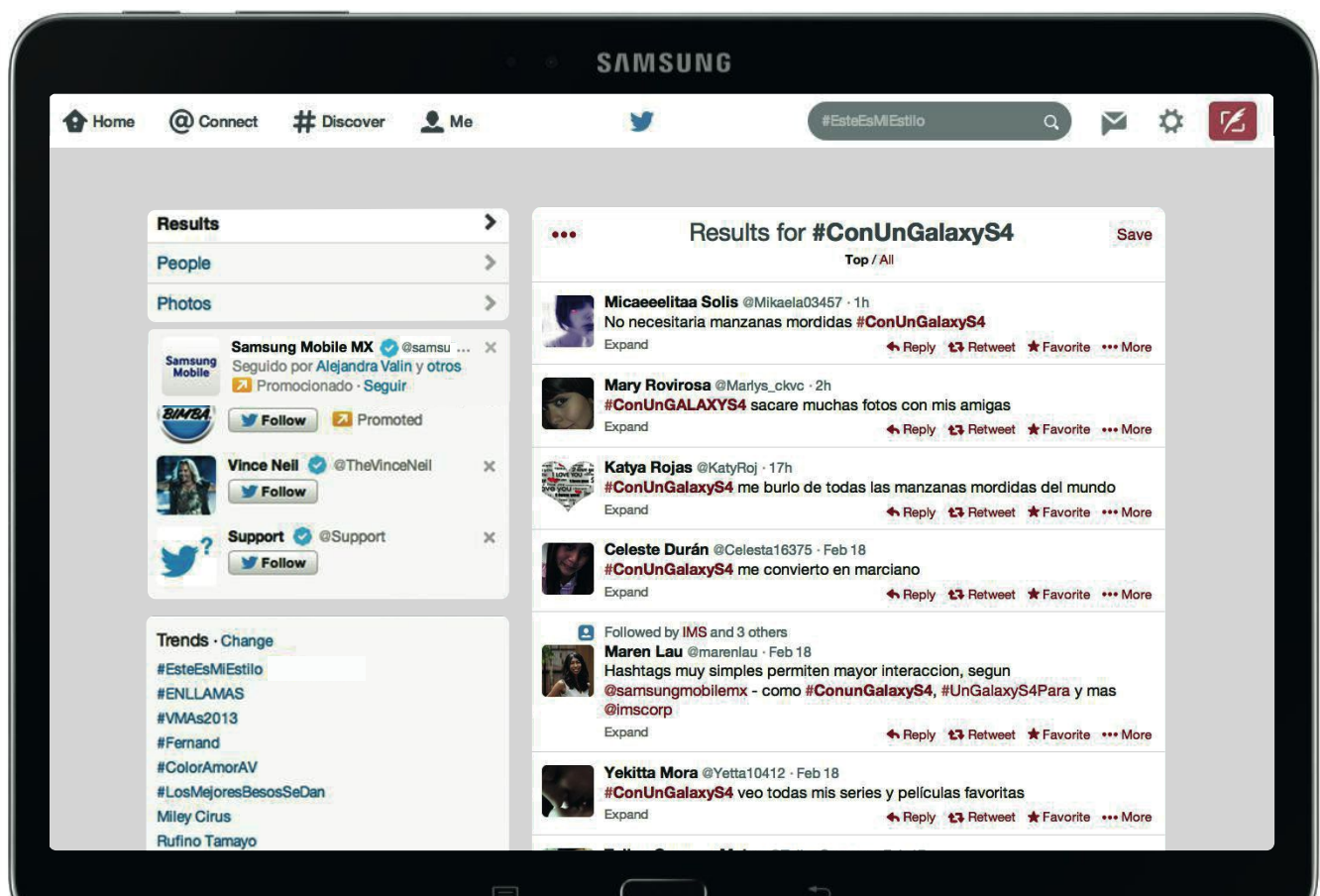
**Samsung
Mobile**

Samsung GALAXY S4

Samsung capitalize the interest of its community on Twitter and get amazing results

The launch of the Smartphone GALAXY S4 originated thousands of conversations.

[Samsung Electronics Co., Ltd.](#) leads the global digital market in high-tech electronics manufacturing, and digital media through innovative, reliable products (including everything from components in our PCs and mobile phones to green batteries) and services. Samsung has offices in 79 countries, including Mexico.





CHALLENGE

How can an electronics brand capture attention and spark conversations around a product launch?

During the product launch presentation, the brand used the hashtag #GalaxyS4, which became a national organically Trending Topic, which showed the interest from the community and the opportunity to capitalize this existing intent, in a creative and attractive way.

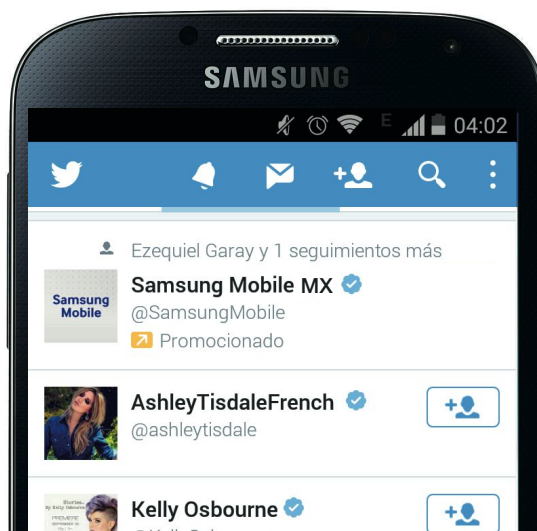


SOLUTION

To build momentum for this big event, [@samsungmobilemx](#) created a product-focused campaign with the main goal of engaging the Twitter community.

To kick off the campaign, [@samsungmobilemx](#) used Promoted Accounts to drive general brand awareness and build its following. Promoted Tweets focused on driving interest in the Galaxy device and included hashtags like [#ConUnGalaxyS4](#), [#UnGalaxyS4Para](#) and [#LoMejorDelGalaxyS4Es](#).

The [@samsungmobilemx](#) Social Team knew from previous experience that its followers were most active on Tuesday evenings from 4:30pm to 7:30pm. The brand took advantage of this by using Promoted Tweets to launch a contest encouraging users to tweet about the Galaxy for a chance to win one for themselves.





Promoted Tweets drove traffic to a [microsite](#) where each user Tweet was represented by a star. The more Tweets a user sent, the brighter their star became and at the end of each contest day, the user with the biggest or brightest star was the winner of a GALAXY S4. The website was optimized for both desktop and mobile devices, which turned out to be key to the success of the contest and the campaign.

@samsungmobilemx used keyword and interest targeting to get Promoted Tweets in front of the right audience. The brand targeted keywords like “Galaxy S4” to reach consumers talking about the new product. Interest categories like technology and computing, cell phones and mobile were used to connect with users who would be interested in the new Galaxy phone.





@samsungmobilemx generated alliances to extend the reach of its campaign with Radio Exa (@ExaFM) and Telcel (@Telcel) - accounts that boasted over 200,000 followers at the time of the campaign.



TESTIMONIAL

“In order to be part of the conversation on Twitter, our first step was to identify key insights for our audience, our second step was to find the right way to integrate those insights in our messages and finally, to amplify these messages with the right tools.”

Erick Aguila Vallejo

Marketing Digital | Samsung Electronics México

@etherk

“Samsung Mobile Mexico believes in the power of social media and digital activities as primary tools of communication with our consumers. Twitter is one of the fastest growing social platforms in Mexico and we thought of it when preparing the most important launch for 2013 in Mexico, the GALAXY S4. Twitter is the perfect platform for one-on-one communication with our Galaxy Lovers, it allows us to listen and be part of their conversation.”

Borja De Checa

Gerente Senior | División Mobile | Samsung Electronics México

@checart



RESULTS

700K

Promoted Tweets
impressions

295K

Tweets generated with
the three hashtags

42K

interactions with
Promoted Tweets.

60

Twitter influencers joined
the conversation organically

+36K

participants



Over 8,000 new followers gained in a 12 hour time period



KEYS TO SUCCESS

#01

PAY ATTENTION TO YOUR COMMUNITY'S BEHAVIOR.

Use Promoted Accounts to build an active community of advocates and influencers for your business. The bigger your follower base, the more people there are to engage with and spread your message.

#02

GROW YOUR FOLLOWING WITH PROMOTED ACCOUNTS.

Reach the right audience, at the right moment in the right context. Use keyword targeting to reach users that are interested on your brand or product.

#03

EXPERIMENT WITH KEYWORD TARGETING.

Reach the right audience, at the right moment in the right context. Use keyword targeting to reach users that are interested on your brand or product.





#Twitter4Brands

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

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