Case Study: How BLASTmedia Secured 5,000 beta users in 30-days

When companies are looking for specialty agencies to tackle targeted, campaign-based strategies they turn to BLASTmedia. From product launches to retail sell-through initiatives, brands reach out to BLASTmedia to create and execute strategies that are on-brand and require a quick turnaround. BLASTmedia yields measureable results and provides marketing solutions that help drive action and provide data needed for numbers-driven decisions.

The Challenge:

With no previous media coverage, BLASTmedia needed to generate quick interest in Social Sweepster and secure coverage to help the company make a name for itself. The web app that scans and flags undesirable content on social media profiles partnered with BLASTmedia to launch into private beta and gain the 5,000 beta users it needed to improve its image recognition algorithms for a full public launch.

The Strategy

BLASTmedia leveraged the founder story and organized virtual desk side pre-briefings with top-tier media prior to launch, in order to gain national attention with a few select media, then piggyback the national buzz with wider-spread outreach.

The Results

In one month BLASTmedia secured 15 national media placements and generated 17,639,840 unique visitors to the Social Sweepster website. BLASTmedia set-up a three pre-briefings with *Engadget*, *Fox News* and the *New York Times* – creating a flurry of traffic, beta sign-ups and chatter about Social Sweepster.

In the subsequent weeks following, national press attention continued, with features in outlets including: *TIME*, *Fox Business* (Live TV Interview), *Re/Code*, *Total Frat Move*, *Conan O'Brien, Andy Cohen*, *Complex* and *HLN*.

"We've scanned more than 1,000,000 user photos improving our algorithm and giving us the confidence to move out of private beta," says CEO and founder Tom McGrath. "Social Sweepster is designed to

safeguard applicants against disqualification due to past decisions that have been captured online and we're excited to release it to the public.

Through the 30-day efforts of BLASTmedia, Social Sweepster reached its target of 5,000 beta users and is now moving into public launch phase. BLASTmedia was able to help create a quick turnaround and yield measurable results for Social Sweepster by executing a full public relations campaign to help drive action and provide data driven results.

About BLASTmedia

BLASTmedia is a media relations, social media management, public relations, audience development, consumer electronics, technology, information technology, social media marketing, product launching agency that assist companies looking for a specialty agency to tackle targeted, campaign-based strategies. From product launches to retail sell-through initiatives, BLASTmedia helps create and execute strategies that are on–brand, yet require quick turnaround and yield measurable results.

About Social Sweepster

Social Sweepster uses a combination of text, object and facial recognition algorithms to help monitor and polish social media profiles. Social Sweepster is the only service that leverages advanced image recognition technology to help protect professional investments and automate the clean up process.