



BLASTMEDIA

Sept. – Dec. 2014

Why One Month Matters?

Campaign Goal

To increase the awareness of BLASTmedia's successes to potential clients with the use of social engagement and media outreach; and, share why public relations, social and creative play a vital role in company success.



Campaign Highlights

One Month Matters

Goal: Increase awareness of BLASTmedia successes through statistical research and data-driven results.

Campaign Results:

- Created a full report showcasing the impact one month can have on a company's success and awareness. In this report we broke down how BLASTmedia's services of social media, PR and creative impacted our clients positively in 30 days.
- Created five branded images featuring tips for improving a company's brand logo and design. The tips were then featured in a blog post on BLASTmedia's site.
- Wrote and optimized two blog posts, one focusing on the "Do's and Don'ts of Creative" and the other on "Google Analytics for Dummies."
- In total these blog posts received 72 page views with 55 page views from Facebook, Twitter and LinkedIn.
- Drafted and pitched the Social Sweepster PR case study to 15 public relations focused outlets. We secured interest with MediaBistro and helped foster a relationship for another case study with PR Daily focusing on the success TCP had working with BLASTmedia.



The Report

This report highlights the successes of BLASTmedia's clients in a one month duration.



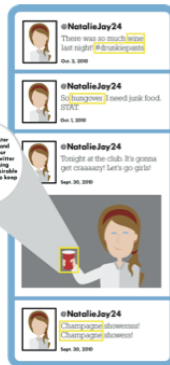
PUBLIC RELATIONS Review of June 2014

Social Sweepster

Highlights:

- Social Sweepster, a startup company, had no coverage prior to the month of June.
- Social Sweepster secured more than 15 national media placements in one month.
- Generated 17,630,840 unique visitors with placements in TIME magazine, Fox Business and Engadget.
- Social Sweepster appeared on broadcast stations such as Fox Business, HGTV, Fox News, CNN, O'Brien, Andy Cohen and KWTU.

Coverage Outlets:



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CREATIVE Review of March 2014

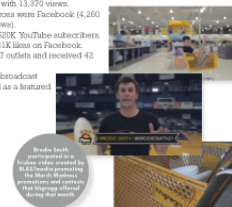
hgregg March Madness Video

About hgregg:

hgregg is an appliance, electronics and furniture retailer that is committed to providing customers with a truly differentiated purchase experience through superior customer service, knowledgeable sales associates, and the highest quality product selections.

Highlights:

- In the month of March, the video received a total of 418,876 views, 5,563 likes, and 507 shares.
- Increased YouTube subscribers by 55.
- hgregg's sweepstakes video link received 3,137 clicks, increasing its click through rate to 2.65%.
- Secured a top embed location on the Sports Illustrated website with 13,669 views. Metro News followed close behind with 13,370 views.
- The top website referral sources were Facebook (4,260 views) and Twitter (1,495 views).
- hgregg's social reach was 538K YouTube subscribers, 45K Twitter Followers, and 12.1K likes on Facebook.
- The video was featured on 17 outlets and received 42 mentions.
- The video was featured as a broadcast segment, a video online, and as a featured press story.



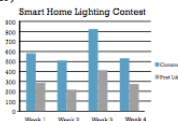
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SOCIAL MEDIA Review of July 2014

Technical Consumer Products, Inc. (TCP)

Synopsis of TCP Lighting:

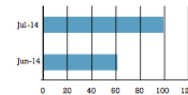
TCP is a leader in energy-efficient lighting innovations; their extensive product offerings include LED lamps and fixtures, compact fluorescent lamps, energy efficient halogen lamps, exit and emergency lighting, decorative and outdoor fixtures, ballasts and fixtures, and linear lamps. During this month, TCP launched the Smart Home Lighting Contest to help increase their Facebook page engagement and increase awareness of the Connected by TCP kits.



Highlights:

- Generated 64 clicks, 26 interactions, and 3,114 impressions on LinkedIn with press release promotion.
- Launched the Smart Home Lighting Facebook contest, and received a total of 2,443 comments and 1,182 post Likes.
- Increased overall site traffic to tcp.com by 2.2% compared to last month.

TCP Twitter Referral Traffic



3



PR Results

Pitched the Social Sweepster case study to 15 public relations focused media outlets.

- Generated interest with Mediabistro

PR Daily requested a TCP case study that we reworked to fit a HARO pitch while highlighting BLASTmedia's impact on the the success of the client.



mediabistro® the pulse of media

PR Focused Outlets	
PR Daily: 604,303	CommPro: 322,496
Spin Sucks: 374,794	Cision: 5,658
PRWeek: 175,740	Holmes Report: 40,831
The Future Buzz: 146,278	PR Conversations: 78,395
PR Newser: 8,301,532	HARO



Creative Process:

The Dos and Don'ts of Creative Brand Design

- Researched and created five branded images to highlight tips for improving a company's brand logo.
- The fifth image was included in a blog that goes more in depth about the process.



The logo for Sally's Flower Shop features three stylized white flowers in a pot on a blue background. The text "Sally's" is in a white script font, and "FLOWER SHOP" is in a smaller, white, all-caps sans-serif font below it.



A graphic with a large blue number "1" inside a circular border, followed by the text "Keep it Simple." in a bold, blue, sans-serif font.

When designing, simplicity is always the best choice.
Too many things in a small area tends to be cluttered.

BLASTmedia #OneMonthMatters





2 Don't Go Straight to the Computer.

Ideas come from your brain, not your web search engine. Sketch out your ideas on a piece of paper.



3 Use Typography.

Experiment with two different fonts together versus just one. This adds a dash of professionalism.





4 Don't Imitate Work.

Resist the urge to take a neat idea from the internet.
Have something that people will recognize as your own.

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5 Be Aware of What Your Colors Mean.

Different colors subconsciously evoke different feelings.
Pick a color that helps show your company's personality.

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Social Media – By The Numbers

Focus	October 14	November 14	Percent Change
Facebook 'Likes'	1,258	1,266	+ 0.64%
Twitter Followers	6,147	6,136	- 0.17%
LinkedIn Followers	749	766	+ 2.27%



Social Media – By The Numbers

Social Media Results	Image Series	Statistics Posts	Blog	Totals
Facebook	487	355	34*	910
Twitter	1,359	1,452	1,389	4,200
LinkedIn	2,857	557	580	3,994



In all, we were able to garner 9,104 impressions.

*Only one blog was posted to Facebook.



Social Media Engagement

- Most Beneficial Shares
 - LinkedIn – Alexandra Virden (500+ connections)
 - Media Coordinator at Live Wire Media
 - Facebook – Danny Goff (1,833 friends)
 - Co-Owner of RNG Unlimited
 - Twitter – Chrissy Glesing (944 followers)
 - Media Relations Director at OneAmerica Financial Partners Inc.



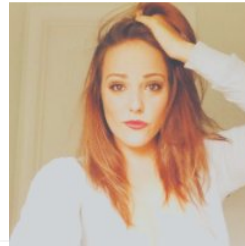
Christy Glesing

@[ChristyGlesing](#)

Public and media relations, communications professional with technology interests and a strong sense of community. Opinions are my own.

Indianapolis, Indiana <http://t.co/hxsFUiSdCk>

940
Followers



Alexandra Virden

Media Coordinator at Live Wire Media
Ocean City, Maryland | Public Relations and Communications

Current Live Wire Media, LLC, Earth Travel Apparel
Previous Warschawski, 52 Apps, Augusta National Golf Club
Education University of South Carolina-Columbia

Connect

Send Alexandra InMail

500+
connections



Blog Results

- Our two blogs generated a total of 72 page views.
- Dos and Don'ts of Creative Brand Design and Google Analytics for Dummies had an average time on site of 00:03:30 and 00:07:50 respectively in comparison to the average site time of 00:01:38

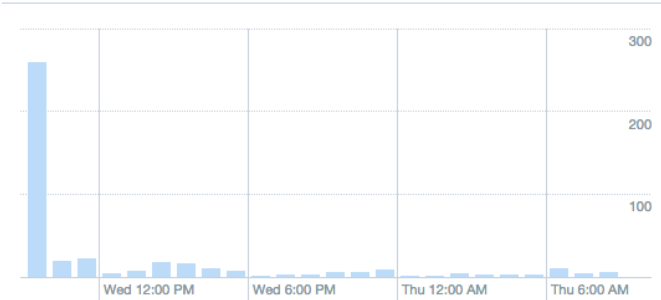


Twitter Highlights

- Together our three top tweets received 1,826 impressions.
- Our most successful tweet was our second statistics tweet, which is shown below.



Impressions overview



Key metrics

Quantity

Impressions

Number of times users saw the Tweet on Twitter

437

Detail expands

Number of times users clicked on the Tweet to view more details

5

Replies

Number of replies to the Tweet

1

Retweets

Number of times users retweeted the Tweet to their followers

1

User profile clicks

Clicks on the name, @handle, or profile photo of the Tweet author

1

Favorites

Number of times users favorited the Tweet

0



Facebook Highlights

- The first two image series posts generated the highest number of 'Likes,' receiving 178 and 208 'Likes' respectively.

BLASTmedia
Posted by Liz Vinson [?] · October 20

Your branding tells the public who you are as a company and sets the tone for your business. Our tip? Avoid using too many graphics, colors, and words in your logo - simplicity is key. #OneMonthMatters



1 Keep it Simple.
When designing, simplicity is always the best choice. Too many things in a small area tends to be cluttered.

BLASTmedia #OneMonthMatters

208 people reached

Boost Post

BLASTmedia
Posted by Liz Vinson [?] · October 29 · Edited [?]

It's easy to run to the web for inspiration when beginning the creative design process. Instead of getting your ideas from the Internet, scribble down some notes the old fashioned way - with pen and paper. #OneMonthMatters



2 Don't Go Straight to the Computer.
Ideas come from your brain, not your web search engine. Sketch out your ideas on a piece of paper.

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178 people reached

Boost Post



LinkedIn Highlight

- The second image series tip received 1,573 impressions, 7 clicks, and 5 interactions.
- The average LinkedIn post receives approximately 330 impressions, 3 clicks, and 2 interactions.



This equals a 336.6% increase

BLASTmedia Don't run to the web for creative inspiration. Instead, brainstorm design ideas on a piece of paper. ✕



2 Don't Go Straight to the Computer.

Ideas come from your brain, not your web search engine. Sketch out your ideas on a piece of paper.

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Organic ?

Targeted to: All Followers

1,573
impressions

7
clicks

5
interactions

0.76%
engagement



Questions?

