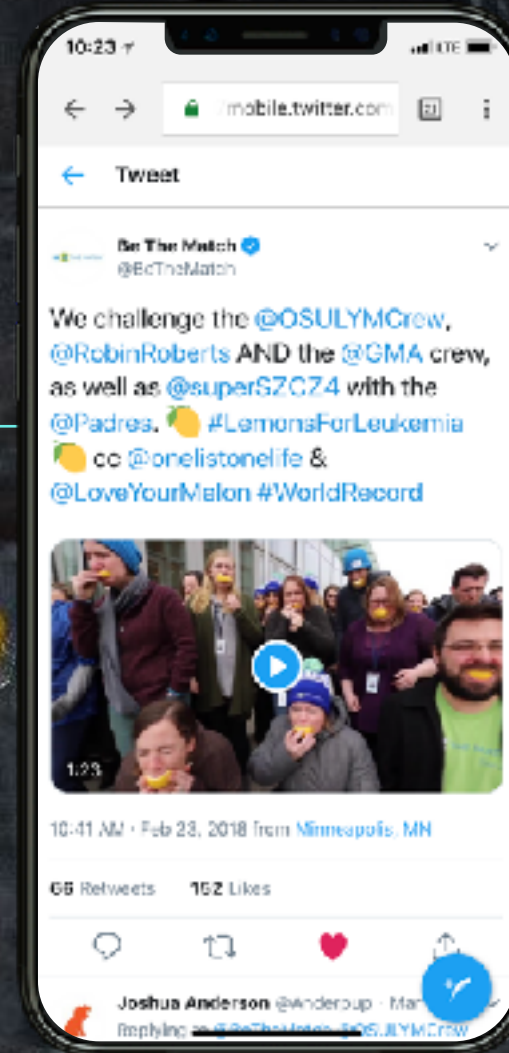


HOW THIS TWEET GOT US ON GMA... **TWICE!!**

A DIGITAL STRATEGY CASE STUDY.





FOUNDATION

Who we are - intro to story



THE INFLUENCER AFFECT

Social listening



MEASURING ROI

Customize metrics based on
campaign



RECAP



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BE THE MATCH

Saving Lives Through Cellular Therapy

@BeTheMatch & @iRyanPena



CHRIS & DILLON

Leukemia patient & his friend. While waiting for his match, created a bucket list.

Setting a world record for most people to join the registry in 24 hours.

Launched #LemonsForLeukemia to raise additional awareness.



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Social Listening

- **TweetDeck** (Free - Only for Twitter)
- **Sprinklr** (All-in-one social listening tool)
- Facebook
- Instagram
- Twitter







FEB 20, 2018





Reach = 12,870,000

3 Days Later

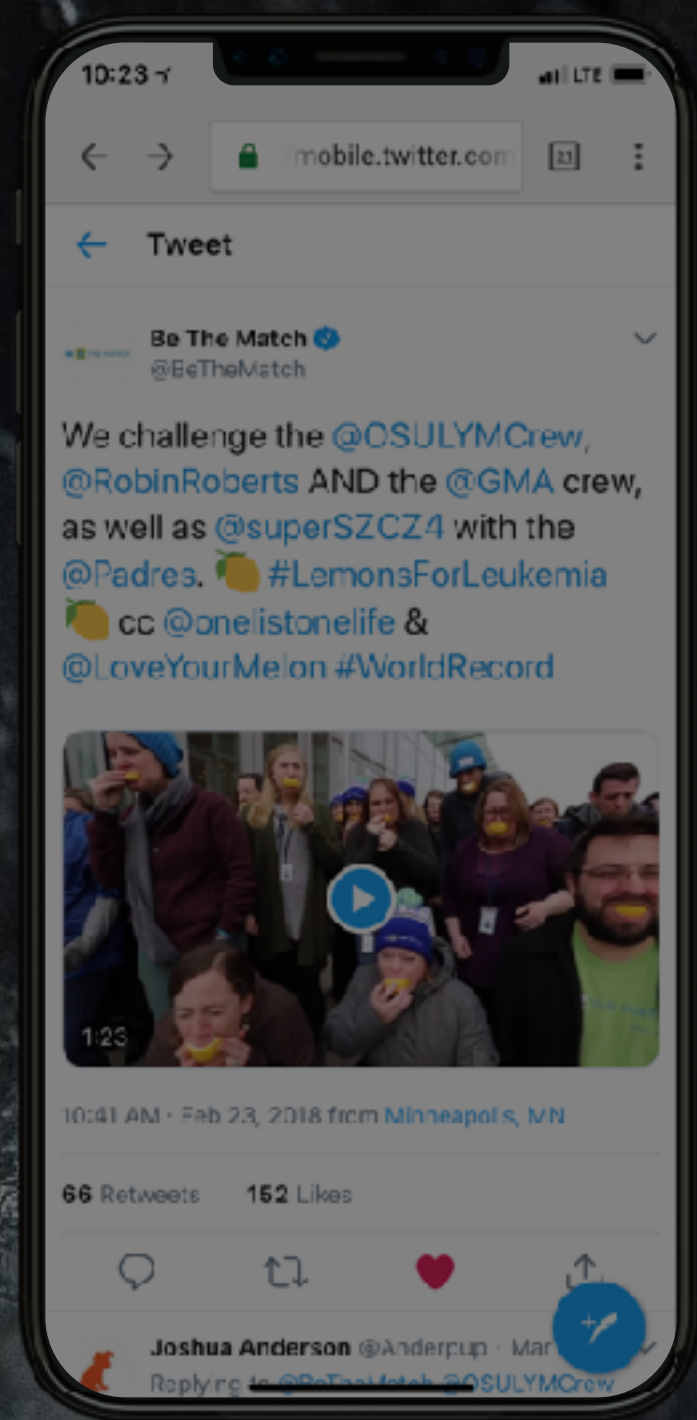


3 Days Later

Barriers

- Process
- Time
- Resources

TIP: **KIS it!!** Keep it simple!







GMA

#LemonsForLeukemia
CHALLENGE

GMA

@GMA

3 Days: **Thousands** Joined



3 Days: **Thousands** Joined

**A new record was set on
March 1st!**



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Measuring ROI



Define Success

Designer



Save Your Data

Historical hashtag data is limited



Use The Data

Focus your efforts



Identify Your Advocates

Cultivate new relationships





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Leverage social listening to make calculated predictions.

KIS (Keep It Simple).
Complicated and social don't work.

Use your data to keep your advocacy efforts fresh.



Thank YOU!

join.bethematch.org