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

A DIGITAL STRATEGY CASE STUDY.

13



Be The Match 🥹



10:41 AM · Feb 23, 2018 from Minneapolis, MN 66 Retweets 152 Likes







Who we are - intro to story

MEASURING ROI Customize metrics based on campaign



THE INFLUENCER AFFECT

Social listening







THE INFLUENCER AFFECT

Social listening



0 O BE THE MATCH States in case

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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THE INFLUENCER AFFECT

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Who we are - intro to story



THE INFLUENCER AFFECT

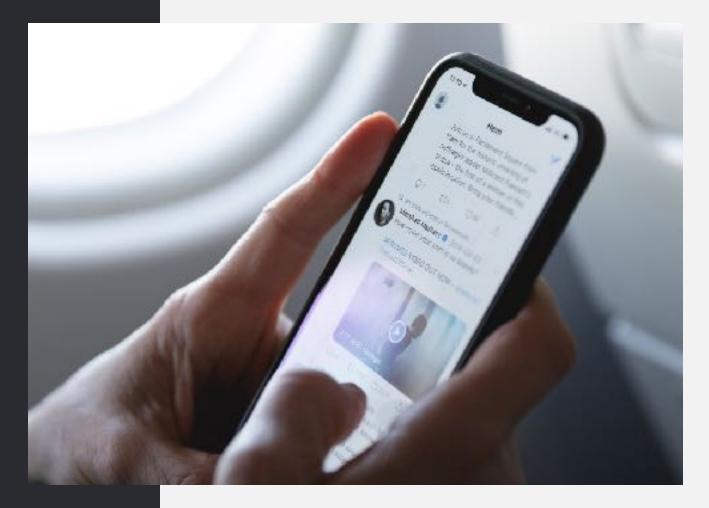
Social listening





Social Listening

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



FEB 20, 2018

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Reach = 12,870,000

3 Days Later

(3

Tweet

10:23

←

Be The Match
 OBeTheMatch

We challenge the @OSULYMCrew, @RobinRoberts AND the @GMA crew, as well as @superSZCZ4 with the @Padres. #LemonsForLeukemia Cc @onelistonelife & @LoveYourMelon #WorldRecord

/mobile.twitter.com

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21



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Joshua Anderson @Anderpup · Mar

66 Retweets 152 Likes



3 Days Later

Barriers

- Process
- Time
- Resources

TIP: KIS it!! Keep it simple!

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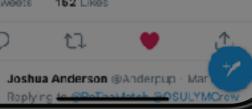
Be The Match @BeTheMatch

We challenge the @OSULYMCrew, @RobinRoberts AND the @GMA crew, as well as @superSZCZ4 with the @Padres. #LemonsForLeukemia @ cc @onelistonelife & @LoveYourMeion #WorldRecord



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GMA #LemonsForLeukemia CHALLENGE



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3 Days: Thousands Joined

3 Days: Thousands Joined

A new record was set on March 1st!





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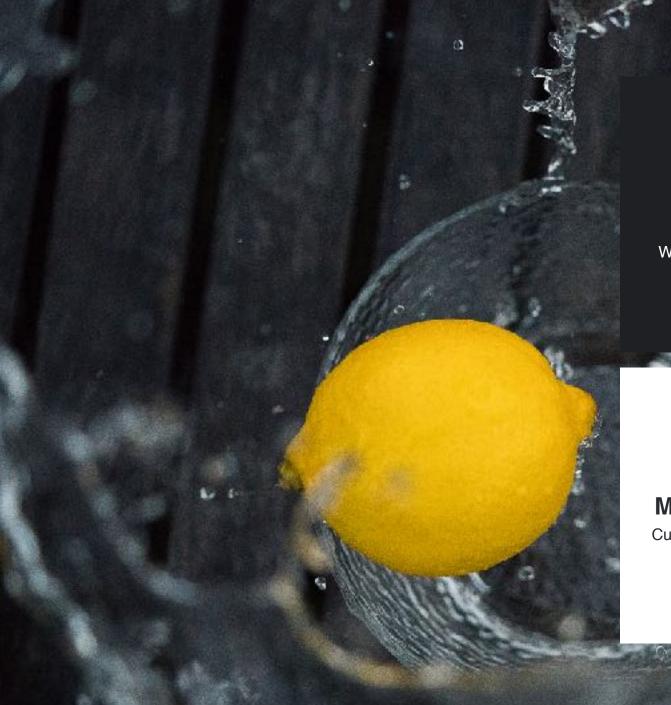


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Measuring ROI

 \checkmark

Save Your Data Historical hashtag data is limited



Use The Data *Focus your efforts*

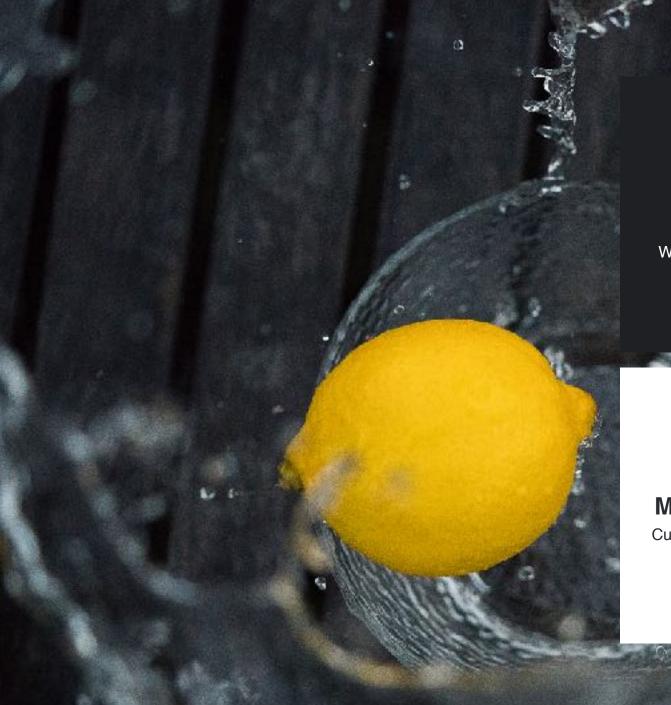
Define Success

Designer



Identify Your Advocates Cultivate new relationships







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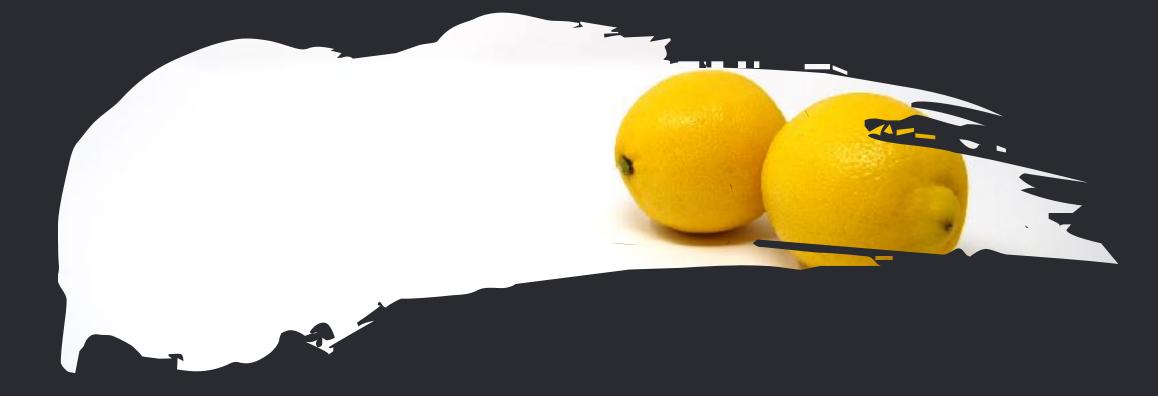


THE INFLUENCER AFFECT

Social listening







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

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