



CustomerMining
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CASE Study: Social Media to drive event registration

Adobe

Challenge:

Adobe is a provider of business and consumer software products. They help customers create and deliver compelling content and applications as well as fully realize their business potential. Each year, Adobe hosts their annual user event to deliver in-depth product training, provide networking opportunities and showcase the latest product innovations. CustomerMining is responsible for reaching the yearly paid attendees goals to the MAX conference. The economic downturn reduced event attendance by 40% and no advertising budget was allocated to promote event.

Strategy:

Utilize social media to create buzz and excitement for the Adobe MAC conference by rolling out waves of event information to Facebook, Twitter, YouTube Channel and community forums and blogs.

Program Tactics:

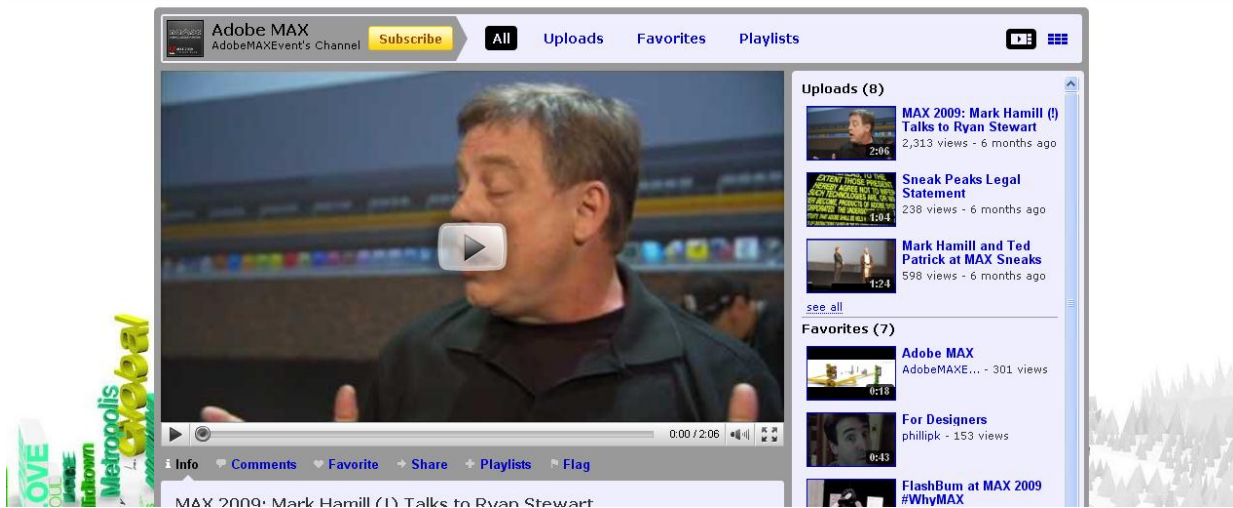
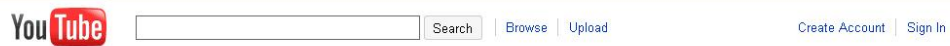
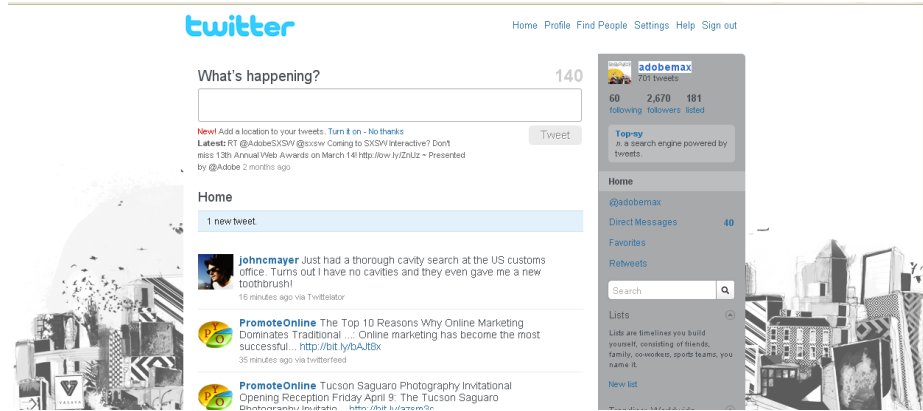
- Create communication waves to deliver event highlights, key sessions and information that is customized for each target audience throughout the registration period
- Partner with user groups, community leaders and evangelists in promoting the event to their members and followers
- Set up point people to monitor and response on each of the social media touch points
- Utilized best practices from social media gurus

Results:

- Adobe MAX was a top ten twitter term during the four days of the conference.
- Increased the number of followers on Facebook and YouTube Channels.
- Increased referrals from community forums and blogs to the registration site.



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Tracking and Reporting

