



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:

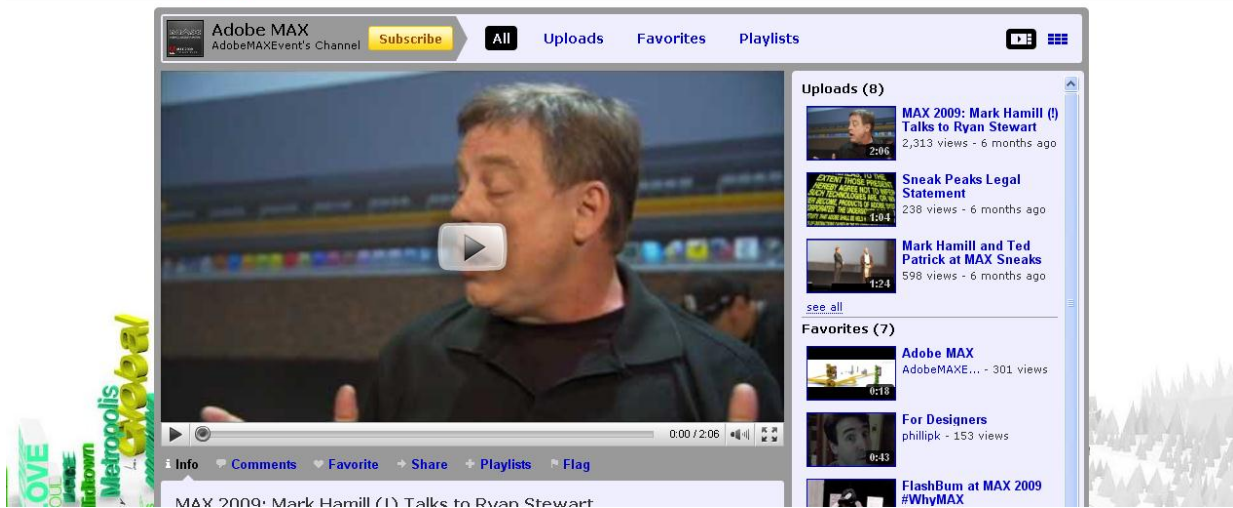
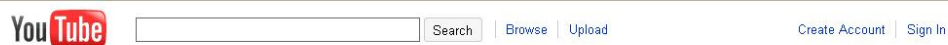
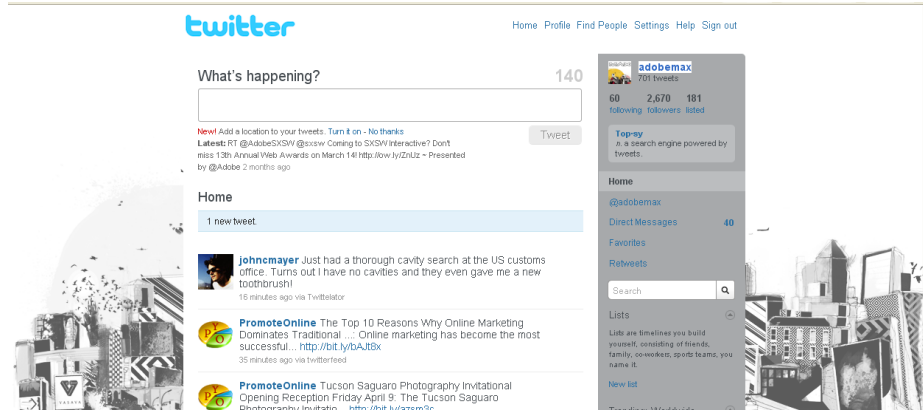
- Create communication waves to deliver event highlights, key sessions and information that is customized for each target audience throughout the registration period
- Partner with user groups, community leaders and evangelists in promoting the event to their members and followers
- Set up point people 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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Adobe MAX 2009

MAX

MAX Blog

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 Get the MAX Widget
 MAX map
 MAX Online
 Social media resources
 Join the MAX mailing list
 John Mayer @ MAX

Tuesday, October 6, 2009

[Adobe MAX 2009 Keynote Music Playlists](#)

Thought you guys might enjoy knowing what tunes we were playing in the lead up to the keynotes. We've got the list from Monday, and we should be getting the list for Tuesday soon. Check back - and of course we'll tweet when the rest are up. We've also linked the tracks to Last.fm when they are available for streaming so you can recognize if it's the one you really liked or not. :)

Keynote 1 - Monday, iPhone Announcement & More

Name > Album > Artist

1. beirut
2. [Hollywood](#) > Daniel Powter > Daniel Powter
3. [Barcelona](#) > Barcelona - EP > Plastiscines
4. Boom Boom Pow > Now 73 [Disc 2] > Black Eyed Peas
5. [Energy](#) > Apples in Stereo [That's what I'm talking about]
6. [Know Your Enemy](#) > 21st Century Breakdown > Green Day
7. [Play](#) > Made Of Bricks > Kate Nash
8. Let It Rock (Feat. Lil Wayne)(Clean) > Let It Rock (Full Promo Cds) > Kevin Rudolf
9. [Beverly Hills](#) > Make Believe > Weezer
10. Lucid Dreams > Tonight: Franz Ferdinand > Franz Ferdinand
11. [Santa Monica](#) > Sparkle and Fade > Everclear
12. Shut Up In Herre > The Party Ben Experience > Ting Tings vs. Nelly
13. [Walking In L.A.](#) > The Best of Missing Persons > Missing Persons
14. Fukstronaut Mix (part 2) > Aurgasm
15. Ulysses > Tonight: Franz Ferdinand > Franz Ferdinand
16. One Week of Danger > The Virgins > The Virgins

posted by Brad Cohen at 1:35 PM 0 comments [links to this post](#)

[New Birds of a Feather \(BOFs\) Added to MAX Schedule](#)

ADDED ONE-

Tracking and Reporting

