

The Twilight Case Study

How BlogTalkRadio used technology and targeted outreach strategies to create a successful online event for Wal-Mart's Twilight DVD campaign

Partnering with BlogTalkRadio provides your company with the ability to reach demographics as wide or as specific as you choose, using cutting-edge broadcasting and networking tools at the forefront of social media.

In March 2009, we partnered with Wal-Mart to help promote the DVD release of the hit film *Twilight*.

The following case study will demonstrate how using BlogTalkRadio with blogging and other viral marketing campaigns including Twitter, Facebook, and Myspace created a very successful online broadcasting event.



[BlogTalkRadio](#)'s partnership with Wal-Mart began in January 2009, when the over \$400 billion retailer launched its [Elevenmoms Radio Network](#) on BlogTalkRadio.

As part of an integrated marketing campaign for their exclusive March 21 DVD release of the hit film *Twilight*, the retailer approached BlogTalkRadio about producing a live broadcast with star Taylor Lautner. From there we developed a 90-minute special, co-hosted by Elevenmoms' [Amy Clark](#) and [Stardish Radio's](#) Jo Ann Kubasek. On Monday, March 9, Taylor would appear live from the set of the *Twilight* sequel, *New Moon*, to talk with fans around the world about making the series, and about the DVD's new features.



The screenshot shows a BlogTalkRadio episode page. At the top, the BlogTalkRadio logo and navigation links (Home, On Air, Categories, Featured, Popular, Networks, Channels) are visible. The main content area is titled "EPISODE NOTES" and includes the following information:

- Host Name:** Stardish Radio
- Show Name:** Talk to Twilight Star Taylor Lautner - aka Jacob Black
- Date / Length:** 3/9/2009 9:00 PM - 1 hr 20 min
- Description:** Taylor Lautner. Live from the Twilight sequel.

Below the text, there is a promotional image for Taylor Lautner with the text "Live from the Twilight sequel". To the right, there is a smaller image for "Stardish Radio presents Taylor Lautner Twilight".

The page also contains a detailed description of the event, mentioning the date (Monday, March 9 at 9 p.m. Eastern / 6 p.m. Central), the location (live from the set of the Twilight sequel, New Moon), and the hosts (Jo Ann Kubasek and Amy Clark). It highlights that this is a 90-minute special featuring Taylor Lautner, who plays Jacob Black, and is being broadcast from the set of the film.

Our Strategy and Execution

Viral marketing in Web 2.0 uses online tools such as blogging, social networks such as Twitter, Facebook, and Myspace, and forums to expand your company's online reach.

BlogTalkRadio's internal Outreach Department focused on a combination of the platforms listed above plus traditional PR outreach both online and offline, creating an interactive campaign geared towards key demographics based on prospective listeners. Those demographics included *Twilight*'s core teen fan base and their parents, as well as women over 25 who are fans of the original book series.

Beginning one week prior to show time, BlogTalkRadio executed its outreach campaign using the following methods:

- Outreach to more than 100 *Twilight*, celebrity, film, family and other related blogs, forums, and web sites, which included embedded HTML code for the show's player to be posted directly on their home pages.
- Email alerts to all opted-in BlogTalkRadio hosts and listeners.
- The creation of special-event pages on Facebook, Myspace, and Ning.
- Daily Twitter updates by multiple BlogTalkRadio employees with Twitter followers in the tens of thousands.
- An ad campaign throughout the BlogTalkRadio site, which included in excess of 1 million banner impressions.
- Regular news updates on [our blog](#).
- Creation of Taylor Lautner pages in [our forum](#).
- [On-air promos](#) on more than 50 of our top entertainment shows.
- *Twilight* DVD giveaways on our top 15 entertainment and family-oriented shows.
- BlogTalkRadio engaged our outside PR agency to reach both online and offline journalists.

The Results

As you can see from the data points listed below, BlogTalkRadio delivered a highly successful and unique online event for Wal-Mart:

- According to BTR's Google Analytics, in all, 214 web sites referred more than 38,000 visitors to the show page, nearly 68% of which were first-time visitors.
- More than 27,000 listeners from around the world logged onto the live show, 5,000 of which did so via some form of phone.
- Less than one week after the event, more than 46,000 additional listeners have listened to the event.
- Based on average daily listens since the show aired, we expect an audience well in excess of 100,000 people.
- Among those callers was *E! Online* columnist [Marc Malkin](#), who proceeded to interview Taylor live on-air.
- More than 1,600 listeners posted comments on the show page.
- As a result of Wal-Mart outreach including the live broadcast event on March 9, according to *Supermarket News*, *Twilight* DVD pre-orders are at record levels.
- Wal-Mart also reported that the outreach leading up to the *Twilight* interview helped them achieve an increase of more than 250% in site traffic, an increase in order conversion, and the ability to target their fan base through social media.
- Additionally, hundreds of thousands more worldwide have read about the special in more than 75 media outlets. Those outlets included:

[E! Online](#)
[Entertainment Tonight Online](#)
[Tiger Beat](#)
[Just Jared Jr.](#)
[IMDb News](#)
[Reelz Channel News](#)
[PR Week](#)
[The Twilight Fansite](#)
[Twilight Diary](#)
[Twilight Moms](#)





What BlogTalkRadio Can Do For You

The power of BlogTalkRadio's technology and outreach efforts gives your company the potential to reach existing audiences in new ways.

BlogTalkRadio can work with your marketing departments and agencies to develop customized campaigns targeting the demographics and audiences that you are seeking to create a solid ROI.

For more information on partnering with BlogTalkRadio, please contact:

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