



# CASE STUDY TECHNOLOGY TWITTER TOURNAMENT IS A SLAM DUNK

The **Technology Association of Georgia** (TAG) is the state's leading association dedicated to the advancement of Georgia's technology industry. TAG and Arketi Group partnered to launch the Technology Tweet Tournament, a Twitter competition that pitched 16 of Georgia's leading technology tweeters in a bracket-style competition to crown the state's top tech tweeter.

Modeled after the **NCAA® Men's Basketball Championship**, the Tournament capitalized on Atlanta being the host city for the Final Four and made March Madness a slam dunk for Georgia's technology community.

## HOW WE DID IT

We recruited 16 of the best-known figures in the Georgia technology community to participate in the Tournament, including **11Alive News, GigaOM, Mercer University, Fiserv, First Data** and **Georgia's Lt. Governor**, to participate in the Tournament.

The tournament paired two tweeters against one another, each posting a single tweet at a scheduled time. The contestant with the most retweets in the following 24-hour period advanced to the next round until the winner was announced April 4.

Each player's tweet had to include the **#WhereGALeads** hashtag and a trackable bit.ly link to TAG's State of the Industry website. The competitors were encouraged to flex their Twitter muscles and rally for retweets in the hopes of being crowned the state's top tech tweeter.



Twitter users reached



Boosted awareness of Georgia's tech sector



More website visitors year-on-year

**DEVELOPMENT** Arketi's creative team developed the visual identity for the Tournament, designing a campaign logo, as well as designing, developing and launching two websites. The first was the Technology Tweet Tournament website, from which viewers could monitor the interactive bracket. The second was the TAG State of the Industry website, which featured a customizable widget grid, with which visitors could create their own personalized view of the annual technology report findings.

Arketi's PR team identified key media opportunities and executed aggressive PR outreach to promote the Tournament and the State of the Industry website.

The final bracket came down to competitors @rickysteele and @MercerYou in an exciting final round match-up with nearly 400 retweets! Ultimately, underdog @rickysteele prevailed to be named Georgia's top technology tweeter.

### THE RESULTS WE ACHIEVED

The campaign exceeded expectations, driving more than 3,000 tweets and retweets, landing more than 2,000 mentions of the hashtag #WhereGALeads and reaching 1.48 million users on Twitter. It also earned two of the top 20 trending Twitter topics for Atlanta on March 20.

**SITE TRAFFIC** The competition directed more than 2,000 unique visitors to the TAG State of the Industry website – an 85 percent year-over-year increase in unique site visitors. Additionally, the site saw a 16 percent year-over-year increase in pageviews, a 460 percent year-over-year increase in mobile views.



"TAG's goal is to for Georgia to be recognized as one of the top five states for technology by 2015. Efforts like this will help turn heads and get people across the globe interested in what is happening here."

**TINO MANTELLA**

**PRESIDENT AND CEO – TECHNOLOGY ASSOCIATION OF GEORGIA**

Our aggressive PR outreach to promote the Tournament and the State of the Industry website secured 15 notable media placements, including **WABE 901. FM, 11Alive Atlanta, BtoB magazine, Bulldog Reporter, Citybizlist Atlanta, Booth 61** and **Muck Rack**.

**RECOGNITION** Besides its publicity value for TAG, the Technology Tweet Tournament won industry recognition with several awards:

- two Phoenix awards from the Public Relations Society of America, for Social Media and for Websites
- PR Daily Award for Best Use of Twitter
- BtoB Social Media Marketing Award
- PR News Platinum PR Award
- SNCR Award of Excellence for Social Media Marketing