

Room 214

ROOM 214 DISCIPLINES





ROOM 214 DISCIPLINES:

BUSINESS
INTELLIGENCE
PROGRAM
MANAGEMENT
APPLICATION
DEVELOPMENT

Case Study | Travel Channel Community Building

Success Factors

Community Development,
Brand Visibility, Fan
Engagement, Positive
Sentiment, Fan Feedback,
Increase in Intent to View/
Viewing/Viewed Actions

“Room 214’s approach to community building and custom application deployment have made a tremendous difference across every one of our Facebook, Twitter, MySpace and YouTube pages. Fan engagement and referring website traffic continues to grow significantly.

Pete Dorogoff, VP of Digital Media, Travel Channel”



Goals and Expectations

Travel Channel set forth with the ultimate goal of leveraging social media to increase viewership of network programs. By actively building its community presence in social media, the network sought to create deeper engagement with its content which, in turn, would drive tune in.

Challenge

1. Creating a unified brand approach across multiple platforms and across multiple shows
2. Balancing content exclusive to social media or TravelChannel.com
3. Integrating talent into the conversation stream
4. Avoid over-pushing promotion in the effort to drive tune in
5. Defining metrics to gauge success

Approach

1. Define active influencers in communities congregating around Travel Channel, show/host topics or regional interests
2. Create physical brand hubs and show spokes in Facebook, YouTube, MySpace and Twitter
3. Deploy community managers to monitor, respond and build a community following
4. Create an analysis model to correlate social media activity with show ratings

Results

Travel Channel Social Media Communities:

- Facebook - top 5 referring traffic site to TravelChannel.com
- 1,045,000 community members
- Average of 18,000 + fan interactions per show episode
- New revenue channel via community sponsorship



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Case Study | Product Launch SmartyPig

Success Factors

Online Visibility, Word of Mouth Marketing, Brand Awareness, Customer Acquisition, Identification and Response of Key Influencers, Communication of Features and Benefits

“Room 214 far exceeded our expectations, single-handedly launching our company through the online stratosphere. Your execution was amazingly successful, all without a single penny put towards traditional advertising.

– Michael Ferrari,
President & COO,
Smarty Pig

Goals and Expectations

SmartyPig's primary goal was the successful launch of their company (and product) online without the use of any advertising budget. Aligning with this goal was the objective of positioning the brand as an innovator and leader in the online savings segment of the financial services industry.

Challenge

1. Zero supporting ad dollars
2. No brand equity to leverage
3. Defining a market-entrance strategy

Approach

1. Identification and monitoring of key topics and emerging themes within online conversations about saving money
2. Proprietary MavenMap identification of online influencers in blogs, forums and mainstream media
3. Blogger outreach, targeted messaging and personalized video pitches to incorporate Customer DNA from key influencers
4. Custom blog development, customer service strategy, use of optimized press releases and communications calendar
5. Development of Twitter contests, employment of GetSatisfaction support platform and integration of Facebook Connect

Results

SmartyPig's Launch Was a Massive Success:

- Several hundred blogs covered SmartyPig's story and offering within a 2-week period, including top blogs like TechCrunch
- Sustained, hockey-stick growth trends on customer acquisition



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Case Study | Customer Service Talk to Qwest

Success Factors

Segmentation of Online Conversations to Shape Strategy, Customer Service and Retention, Brand Perception, Development of Internal Social Media Team, Establishment of

“Room 214 is the agency we’ve brought in to effectively change the way our organization does business... we are letting others in the company know you are the most knowledgeable in areas of social media that impact customer service and brand advocacy.

– Michael Crowley, Qwest



Goals and Expectations

Qwest’s two overarching goals were to engage customers online where they were already talking about the company, and increase customer service ratings. Priorities and strategy were driven by research, while requirements were defined through best practices for social media planning, customer engagement, team workflow and measurement of key performance indicators.

Challenge

1. Segmenting relevant online conversations
2. Quickly building and equipping the right internal response team
3. Selecting and integrating tracking tools, correlating customer resolution to improved brand perception
4. Overcoming negative sentiment attached to the brand

Approach

1. Online research, benchmarking and monitoring (multiple tools)
2. Segmentation of key influencers and topics within billing, tech support, customer service, pricing and brand perception
3. Creation of TalkToQwest Twitter presence, engagement plan, tiered response strategy, five-person support team and training
4. Connected with online influencers to build awareness of program, and showcased “meet the team” videos

Results

Qwest’s Entry into Social Media Succeeded:

- Customer retention increased by 15% (10% over stated goal)
- More than 700 customers engaged in Twitter each month
- Positive brand perception increased by 9%, with blog volume up 45% over the course of 2009



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Who You Gonna Call? Room 214 References

Who We've Helped

Travel Channel, Ford, Qwest, Microsoft, Mr. Coffee, EAS, Frontier Airlines, Grey Goose, RE/MAX, Rally Software, Denver Broncos, Western Union, SmartyPig, Pearl Izumi, Xcel Energy, Strategic Media, WOMMA

Associations & Certifications

AMA
BMA
PRSA
SMAC
WOMMA
NEWCOMM
COLLABORATIVE
NET PROMOTER
GOOGLE ADWORDS PRO

Contact Information

Pete Dorogoff

Vice President of Digital Marketing

Travel Channel

Contact: pete.dorogoff@travelchannel.com | Phone: **212-548-5564**
SERVICES PROVIDED: Social media consulting, research, monitoring, campaign development, community building and management (Facebook, YouTube, Twitter, MySpace, blogs, Digg, StumbleUpon, blogger outreach, mobile product launch)

Michael Ferarri

Co-founding Partner

SmartyPig

Contact: mferarri@smartypig.com | Phone: **515-256-2086**

SERVICES PROVIDED: Social media and product launch strategy, MavenMap influencer identification and outreach, blog development, Twitter contest and Facebook Connect consulting and documentation

Michael Crowley

Director of Program Management

Qwest

Contact: michael.crowley@qwest.com | Phone: **303-624-2947**

SERVICES PROVIDED: Social media research, monitoring, planning, campaign development, analysis, consulting, customer service program creation, Twitter campaigns, influencer identification contest development, launch of Qwest corporate Facebook fan page

Brett Astor

Vice President

Strategic Media

Contact: brett@strategicmediainc.com | Phone: **303-415-0082**

SERVICES PROVIDED: Social media research, keyword analysis, search engine optimization, award-winning Google search marketing, blog development and content syndication strategy

More references provided upon request...