

[Case Study]: 3M Window Film at Talladega

Discover

// Real-time Event Marketing to Engage and Build Awareness

3M Window Film was chosen to be featured “on the hood” of the No. 16 3M NASCAR car driven by Greg Biffle at the Talladega Super Speedway in May 2014. SMCpros was chosen to work alongside other 3M divisions in order to develop and execute a comprehensive social media marketing strategy aimed at increasing brand exposure and using the event to build long lasting relationships.

Develop

After analyzing our goals, SMCpros showcased track events through real-time imagery and videos created by the 3M Window Film Team revealing “behind the scenes” features before race day. Utilizing the engagement potential of Twitter, SMCpros stimulated real-time engagement throughout the race weekend bringing fans closer to the live action. Finally, we were able to monitor activity across various channels through social listening for key conversations and insight. This allowed us to optimize our content based on trending subjects and recurrent topics.



Deliver

We achieved impressive results from the 3M Window Film at Talladega campaign. In terms of total impressions via social (the number of times a mention of 3M™ Window Film was viewed) increased from an average of 50,000 to a high of 578,000 on April 27, 2014, an **increase of more than 10 times**. Further, organic reach, post engagement on the 3M™ Window Film Facebook page and Post reach (the number of people who saw 3M™ Window Film’s posts) during this week was 363,000 users, an **increase from previous weeks by 51.1%**.

SMCpros was awarded a 2014 Summit Marketing Effectiveness Award for our successful campaign.