

An AcrobatAnt Case Study

DISTRIBUTECH ON-SITE SOCIAL MEDIA

THE OVERVIEW

As the power delivery industry's leading annual smart grid event, DistribuTECH hosts a number of presentations, group sessions and discussion topics, as well as an exhibition featuring more than 475 companies. Every year, key decision makers in the utility industry attend to see the latest innovations in automation and control systems, IT, power delivery equipment and water utility technology. This large industrial conference features multiple concurrent events each day, which presented a unique opportunity to engage and attract more social media users during the event.

THE CHALLENGE

AcrobatAnt was tasked with engaging attendees during the conference and positioning DistribuTECH as the industry's leading event in the digital space. Using popular social media channels Facebook, Twitter and LinkedIn, we would develop a plan to reach attendees and increase their DistribuTECH-related social media activity.

THE SOLUTION

Working with our client, we developed a content strategy and then created the posts for scheduled events. We also managed their social media on-site before and after the event as we handle their social media ongoing year round. Using social media channels, our digital producer was able to respond to attendees in real time, offer helpful tips and manage contests. Responding in the moment proved very successful in boosting attendance of events and drawing crowds. By posting real-time photos and tweets, non-attendees were able to get a virtual experience of the event.

THE RESULTS

Live engagement during the conference showed significant growth rates across all social media channels as well as significant new engagement and reach.

Attendee profile by business and industry:

- Electric utilities
- Electric/gas utilities
- Electric/water utilities
- Water utilities/systems manufacturers
- Water/gas utilities
- Gas utilities
- Municipal utilities/public power providers
- Rural electric membership co-op (REMC)
- Consultants
- Construction companies
- Federal power agencies
- Energy end users
- Energy service companies
- Manufacturers/vendors

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HERE'S WHAT IT LOOKED LIKE.

