Case Study Client: Client Developer Marketing Managed Facebook Pages

Section: **Main Body**

The MIX ~~is a~~ conference ~~that~~ provides developers, designers, and UX experts ~~with~~ the opportunity to engage peers and experts in inspiring conversations ~~with peers and experts~~ about the future of the web, plus it allows them to catch a first look at the latest cutting-edge tools, technologies, and trends.

Comment [M1]: glimpse?

~~Due to time~~ Time and financial ~~investment~~ constraints, prevent many ~~are not able to~~from attend~~ing~~ the conference ~~and~~. They, thus, miss out on key information that ~~can~~ could help them create more innovative and profitable web experiences.

Client asked Agency to bridge the offline-online experience at MIX ~~through~~ using relevant content ~~to form~~in casual dialogue— to bridge the gap ~~with~~ between the conference and those not able to attend, plus provide an additional source of engagement for those who had attended.

Believing that "water-cooler" conversation is cardinal to ~~word~~ word-~~of~~ of-mouth marketing, Agency created "Stay in the Loop," destinations that encouraged bloggers (including community thought leaders and Client influencers) at MIX to capture and ~~share~~post the most memorable conference experiences ~~of the conference and post them~~ on Facebook pages segmented by Client products.

Comment [M2]: I'm not sure if you're using Stay in the Loop as a adjective for destinations or if Stay in the Loop is a group of destinations. If it's an adjective, no comma after Loop.

Agency provided Client with:

- Custom branded Facebook pages by Client product
- Facebook iframe applications that published RSS feeds from the bloggers
- Onsite technical support for content publishing and setup

Section: **Results**

Almost 600 visited the Loop Facebook pages. Several entries were published, including text and video content.

The plan is to replicate this experience, leveraging "Stay in the Loop" for use at future events, such as ~~like~~ PDC and Tech*Ed.