

# An AcrobatAnt Case Study

## DISTRIBUTECH BE A WINAIR CONTEST

### THE OVERVIEW

DistribuTECH is the leading annual smart grid event. The conference includes a number of presentations, group sessions and discussion topics, as well as an exhibition featuring more than 475 companies. Each 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. As the opening of the event drew near, our client asked us to develop a promotion to increase last-minute registration and increase engagement on social media.

### THE CHALLENGE

DistribuTECH draws attendees from more than 66 countries. They are a very vertical target audience within a broad group of industrial business sectors. Our client was able to provide a reliable email database with potential attendee contact information. Working within a two-week period, we needed to create a plan to increase registrations. A secondary challenge was to grow our client's Facebook "Likes."

### THE SOLUTION

Considering this technically minded audience, AcrobatAnt offered a contest to win a MacBook Air, free registration, airfare and hotel as a grand prize and four iPad Minis as daily winners.

We also developed a unique Facebook application for DistribuTECH's Facebook page consisting of a "Like" gate and a page that held the promotion code that Facebook users were given. Using the code, they would access the link from the app and register for the event to sign up to win prizes. The promotion was called Be a WinAIR.

Email blasts and banners on DistribuTECH's home page combined with posts on Facebook, Twitter and LinkedIn. Also, Facebook ads, promoted posts and sponsored tweets were used to drive the contest. These mediums allowed us to reach potential attendees quickly and frequently with minimal costs.

### THE RESULTS

The primary goal for this promotion was to register 15 new DistribuTECH attendees. By the end of the seven-day promotion, 17 new attendees had signed up. Our client's goals were exceeded along with a considerable increase in social media growth rates.

### 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.

