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Entry #: 22
Status: incomplete
Created: Dec 23, 2009 10:02
Last Updated: Dec 23, 2009 10:02

Entry Details

* indicates required fields

Agency (if applicable)
Name of Program *
Category *
Launch Date (must be April 2009 or later) *

Credits: List primary credits for materials sent for consideration. For example: copywriter, director, producer, etc. (Maximum of 300 words) *

Objective: Describe your goals in using the social media channel to communicate with and listen to customers, prospects, partners, and influencers. (Maximum of 300 words) *

Strategy: Describe specific details of the program, including how you chose which social channel to use, how it was implemented, and how it was monitored. (Maximum of 300 words) *

Results: Describe how the program met or exceeded its objectives, including quantified results such as growth of brand awareness, sales, conversions, customer satisfaction, etc. (Maximum of 300 words) *

Examples: Relevant links to sites, blogs, and videos; Tweets; etc. (Maximum of 300 words)

File Attachments/Examples

Up to three attachments permitted. This includes any collateral, such as screen grabs, that will help illustrate your submission.

No Attachments

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