



SOCIAL MEDIA

powered by  **Yovia**

CASE STUDY: WORLDWIDE FIDO

GOAL

Increase traffic and stimulate video entries and votes for an online dog competition, The Worldwide Fido Awards.

MULTI-LAYERED STRATEGY

- Dog-loving Yovia bloggers used their Social Capital to saturate the Internet with over 1,500 external links to the site on pet websites, blogs, and message boards. They also created accounts and profiles on MySpace, Facebook, YouTube, and Perfpot.
- Social Velocity: The Yovia Fidget (fan-driven widget) was picked up and embedded 1,709 times, thus increasing visibility for the Worldwide Fido Awards site while also creating 1,709 locations usable for future advertising purposes on outside blogs and websites.

RESULTS

- Yovia's Social Velocity Engine grew the Worldwide Fido Awards website to over one million page views in two months.
- The Social Capital of the Yovia network generated 60,955 unique visits to the website.
- The Yovia Social Velocity campaign was 19% more effective than a more expensive on-air campaign.
- The campaign surpassed the "Visitor" goal by 187% and the "Page View" goal by 839% (see graph).
- The Worldwide Fido Awards website was bought by Nickelodeon and will become a TV show this fall.

