

# @Rackspace increases share of voice to drive leads during #SXSW

 Promoted Accounts, Promoted Tweets



**Rackspace®**  
@Rackspace

Rackspace (@Rackspace) delivers enterprise-class hybrid cloud infrastructures to businesses of all sizes and around the world with a strong emphasis on customer service or “Fanatical Support®.” Started in 1998, the company combines public cloud, private cloud and dedicated servers to provide an infrastructure that meet the specific needs of every business.



## THEIR CHALLENGE

Every year, South by Southwest Interactive (#SXSW) attracts decision makers in new media, technology and entrepreneurship — precisely the target audience for @Rackspace. To generate leads, the technology company needed to connect with B2B influencers in attendance as well as engage the larger audience following the conference remotely. @Rackspace wanted to drive traffic to its #SXSW events in Austin, share relevant blog content to promote thought leadership and increase share of voice at #SXSW over the previous year.

## THEIR SOLUTION

For #SXSW, @Rackspace created its first fully integrated Twitter Ads campaign to merge online promotion with offline activations. Three teams at the company — events, social support and social media and online marketing — collaborated to create a unified content strategy that highlighted @Rackspace presence at the three-day conference, drove engagement and generated leads.

Leading up to the #SXSW conference, @Rackspace used Promoted Accounts to grow its qualified base of followers. The company targeted Twitter users in the United States with relevant interests like technology, computing and business news as well as conference-related handles like @SXSW and @SXSWNews.

Leading up to #SXSW, @Rackspace used Promoted Tweets to build anticipation and create buzz. The company embedded engaging videos

in Promoted Tweets of its “Startup Bus” heading to SXSW. @Rackspace also shared links to blog posts outlining all the useful and fun events that the company had planned for #SXSW including influencer sessions in its event space and exclusive parties.


 **Rackspace** @Rackspace  
A day in the life of Rackspace. The Startup Bus worked w/us for a day en route to #SXSW! [bit.ly/ZdZi2a](http://bit.ly/ZdZi2a) #SXRackspace


A Day in the Life of Rackspace- Work Differently



 Promoted by Rackspace

@Rackspace consistently used the branded hashtag #SXRackspace in Promoted Tweets to both organize the conversation around its presence at #SXSW and explicitly connect the brand with the popular event.

 **Rackspace** @Rackspace  
Download our full schedule of #SXSW events w/ the #SXRackspace app. Visit here from your mobile [bit.ly/WHR5Ec](http://bit.ly/WHR5Ec)

 Promoted by Rackspace

To add a personalized, human feel to its #SXSW coverage on Twitter, @Rackspace highlighted key employee accounts to follow. These Rackers were on the ground at the event and live tweeted insights from sessions, photos and other real-time glimpses of all the action.

 **Rackspace** @Rackspace  
Follow these Rackers for up to the minute info at #SXSW: [@scottsanchez](https://twitter.com/scottsanchez) [@laceyteuton](https://twitter.com/laceyteuton) [@rackerkev](https://twitter.com/rackerkev) [@nikiAcosta](https://twitter.com/nikiAcosta) [@hhoover](https://twitter.com/hhoover) #SXRackspace

 Promoted by Rackspace

During the conference, the company used interest targeting to connect Promoted Tweets with the Twitter users most likely to engage with its content.

**“Events and Twitter have a natural affiliation. Twitter Ads offered the perfect way to bring together the work of all our teams before, during and after #SXSW. We were able to target the right audience, extend the reach of our content and drive people to our events. We wanted to be top of mind at the conference and with Twitter, we emerged as a leading brand at #SXSW.”**

Andrea Genevieve Michnik  
Social Media Strategist  
at Rackspace



**Rackspace** @Rackspace

In town early for #SXSW? Join us for the @ATXstartupcrawl on 3/7!  
Register here: [sxswwstartupcrawl.eventbrite.com](https://www.eventbrite.com) #SXRackspace

Promoted by Rackspace

@Rackspace used Promoted Tweets to drive traffic to its #SXSW event space, where the company hosted activities like “Tech Talks” led by industry influencer and Racker, Robert Scoble (@scobleizer), a recruitment workshop, a program for start-ups and community support forums. To capture leads, the company required RSVPs for all its #SXSW events and scanned attendee badges upon arrival.



**Rackspace** @Rackspace

Join us live w/@scobleizer at Champions on 3/9, 10 & 11 as he interviews this years hottest startups [bit.ly/YQCuDx](https://bit.ly/YQCuDx) #SXRackspace

Promoted by Rackspace

The company targeted Promoted Tweets in timelines to interests like entrepreneurship and mobile.



**Rackspace** @Rackspace

The Lean Startups party is tonight! Can't wait to see what innovation comes out of #SXSW this year #SXRackspace [bit.ly/YQCuDx](https://bit.ly/YQCuDx)

Promoted by Rackspace

To connect their blog content with real-time #SXSW conversations, @Rackspace targeted Promoted Tweets in search to conference hashtags and brand relevant keywords (#SXSW, #RSVP, #Austin, #SXSWvillage, #opencloud).



**Rackspace** @Rackspace

#SXSW Interactive Roundup [rackspace.com/blog/sxsw-inte...](https://rackspace.com/blog/sxsw-inte...)  
#SXRackspace #opencloud #cloud

Promoted by Rackspace

Throughout the three days of the conference, @Rackspace consistently updated Promoted Tweets in search so that #SXSW attendees and people searching on Twitter always saw fresh content and knew what @Rackspace was doing at #SXSW at any given moment.

## THE RESULTS

With Twitter Ads, @Rackspace led the conversation around #SXSW for all three days of the conference. The company consistently appeared at the

**27%**

increase in #SXSW  
share of voice

**.79%**

average engagement rate on  
Promoted Tweets

**3,835**

visitors to #SXSW  
event space

top of #SXSW searches. At one point, the company's branded hashtag #SXRackspace had more mentions than the #SXSW hashtag.

In fact, compared to the previous year, the company increased share of voice around #SXSW by 27%. A total of 3,835 #SXSW attendees visited the Rackspace event space. Promoted Tweets by @Rackspace garnered an average engagement rate of .79% — on par with typical rates for B2B campaigns on Twitter.

### 3 KEYS TO SUCCESS

1

#### INTEGRATE ACROSS TEAMS.

@Rackspace worked across departments to coordinate both a social strategy and content calendar to drive mutual goals of driving leads and thought leadership. "Combining efforts from all our teams was critical to our success. We all had a common mission and vision. But we also remained in constant communication to adapt to opportunities in real time," says Andrea.

2

#### SHARE YOUR UNIQUE PERSPECTIVE.

@Rackspace created a proactive content calendar for #SXSW well in advance of the event. The company pre-prepared about 30 Tweets to share during the conference but also created a "street team" of tweeters who shared exclusive, real-time content with followers including everything from insightful soundbites, links to session recaps on their blog and on-the-scene photos. To explicitly connect the brand to #SXSW, @Rackspace consistently included its branded hashtag in all Tweets.

3

#### CONNECT WITH YOUR AUDIENCE BEFORE, DURING AND AFTER AN EVENT.

@Rackspace used Twitter to build excitement before #SXSW, connect its brand to real-time event conversations during the conference and keep the conversation going after the event was over. Leading up to and during #SXSW, they shared incentives to attend @Rackspace events and kept people engaged with updates in real time. After the event, the company created wrap up blog posts about all the coolest happenings at the conference and continued the conversation with an engaged audience.