

TACORI CASE STUDY: RINGTONE VIRAL CAMPAIGN

Client: TACORI Enterprises is an internationally recognized as an innovator in the design, creation and marketing of fine jewelry for over four decades.

Website: www.tacori.com

Service: Social Media Marketing – viral campaign

The Challenge

Based out of Glendale California, TACORI Enterprises has successfully built a reputation for creating some of the world's most highly regarded diamond and precious stone jewelry. With their dedication to quality and service, the TACORI team was looking to grow and strengthen their online presence through the use of social media marketing.

After receiving positive feedback about their recent “Checkmate” commercial, TACORI wanted to find another way to leverage the commercial and the commercial's theme song, “Ooh la, mi cha cha cha.” In addition, TACORI wanted to reinforce the strong online buzz surrounding the company. The challenge was figuring out exactly how to use their current assets to work for them in the form of a social media based viral campaign.

The Solution

SEO Inc. devised a strategy to effectively implement and promote a campaign utilizing assets which TACORI had readily available. TACORI mentioned that they had the rights to the music used in the commercial's theme song, “Ooh la, mi cha cha cha.” As a result of this, SEO Inc. proposed that they run a viral online campaign surrounding the giveaway of the ringtone. SEO Inc. played the following role in making the ringtone available.

SEO Inc. created a blog post and made the ringtone downloadable on the TACORI site. Within the blog post, SEO Inc. listed instructions for downloading the ringtone and installed the latest social media share widgets. SEO Inc. also created a keyword strategy for the blog and optimized the post based on specific keywords to ensure high rankings. Additionally, SEO Inc. added a YouTube video to the blog so that users could preview the ringtone and commercial.

To promote the campaign, SEO Inc. assisted in drafting and syndicating the campaign press release, while making sure to incorporate a strong marketing message and call to action. SEO Inc. worked with TACORI to create a promotional strategy to utilize on Facebook and Twitter.

During the campaign, SEO Inc. provided analytic reports on the initiative's success and worked closely with TACORI to help them reach their vision for the giveaway.

The Benefit

The TACORI viral marketing campaign was truly a success. As a result of the campaign, the TACORI website received a tremendous amount of organic links from other websites. This not only benefited their search engine optimization efforts, but it also increased referring site traffic. The press release was picked up over 1,400 times by other websites and the blog post offering the free ringtone download received over 4,000 visits in a 3 month period. The blog also acquired 126 Facebook "likes," which translates to 126 people making the TACORI blog post visible to their entire community of Facebook friends, spreading and promoting the campaign throughout Facebook.

According to Facebook, the average Facebook user has over 130 friends. Being that the TACORI ringtone was shared over 126 times, each share equated to approximately 130 people being exposed to the ringtone giveaway. Ultimately, this resulted in over 16,000 people being exposed to the TACORI ringtone giveaway and the TACORI brand via their Facebook profile. Furthermore, the ringtone was posted to notable Facebook fan pages in the industry, which when accumulated, resulted in the post being exposed to approximately 5,800 additional profiles. The blog post, which is still live today, will continue to be an extremely valuable online asset for TACORI and currently ranks number 1 for TACORI ringtone.

The Results

The campaign benefited TACORI by creating a notable online buzz. Their social communities, blog followers and market mavens responded amazingly well to the campaign and are continuously thanking TACORI for the free ringtone offer. The campaign was a splash on Facebook, Twitter and in the blogging community. With a total distribution spanning over 22,000 people throughout the top social networks, this marketing effort truly had a viral effect which only reinforced the positive image the TACORI brand is known for.

About SEO Inc.

Search Engine Optimization Inc. is a professional search engine optimization and social media marketing firm offering more than 120 years of combined Internet marketing experience. As an Inc. 5000 company, SEO Inc.'s certified search engine specialists have developed and honed a suite of highly effective, proprietary optimization methodologies and technologies that have placed more than 700 leading corporations in the top rankings of world's leading search engines. For more information, visit www.seoinc.com or call 877-736-0006.