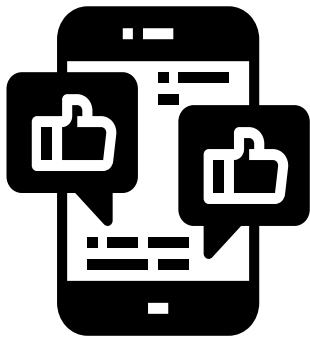




THE HOME DEPOT VIRTUAL PARTY

Leveraging social media and influencers to drive pre-event registration for In-Store Do-It-Herself Workshops



CAPABILITIES USED

- INFLUENCER/BLOGGER RELATIONS
- PAID SOCIAL MEDIA
- EVENT ACTIVATION
- CONTENT DISTRIBUTION AND SYNDICATION
- SOCIAL LISTENING, MONITORING, AND REPORTING

THE CHALLENGE

Everyone knows The Home Depot as one of the go-to retailers for home improvement products and supplies. One of the ways they encourage customers to take projects into their own hands is through free demonstrative, in-store Do-It-Herself Workshops, targeting the DIY-curious female consumer and connecting the brand to the growing decorating trend sparked by Pinterest. Despite loyal and consistent attendance in-store, online pre-event registrations were lacking and organic social conversations were at a halt. In an effort to mirror and grow the success of in-store Workshops online, one50one was tasked with developing a custom activation that would expand the base of loyal attendees and, most importantly, drive online registrations for Workshops.

ACTION

one50one partnered with content creators and influencers to support the Workshops program and increase the number of unique pre-event registrations. Sixteen influencers served as the face of the Workshops program throughout the year and were tasked with delivering content on their blogs where they revealed quarterly Workshops projects. Blog content was cross-promoted across their social media channels and interlinked, amplifying reach throughout the 80 bloggers' extended networks, including a direct call to action to drive online registrations.

one50one also pioneered the idea of a virtual Twitter party, promoted across blog posts, social channels, and local media outlets. The Twitter parties coincided with a quarterly workshop hosted by Nighttime Syndicated Radio Host Delila in a key market that was streamed live on Facebook. To elevate the in-store experience, these bloggers traveled to The Home Depot stores to co-lead workshop and share exclusive behind-the-scenes photos and videos to audiences worldwide.

RESULTS

OVER THE COURSE OF THREE MONTHS, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

677%

increase in pre-event registrations over a five-day period

5M

people learned about DIH Workshops from the bloggers

2,000

unique pieces of content created by blogger partners and their friends

288,000

pre-event registrations and 14,000 clicks after a yearlong activation

114.5M

impressions and social engagements

7.2M

people reached on Twitter

65

news stories, reaching 7.2 million people

2,000

participants, 93% of whom were female

42.2M

people reached in all

#DIHworkshopparty

trended in top U.S. spot for six minutes on Twitter