

Social Media Marketing

Entry: LGBT Paint Miami Rainbow Social Media Campaign

TARGET AUDIENCE

Men and women 21+ in age living in the U.S. with listed interests in: travel, bisexuality, transvestism, gay pride, lesbian community, LGBT community or Transgenderism

OBJECTIVE

From its hot beaches to its even hotter nightlife, the city of Miami is a full service, year round vacation destination for visitors of all ages, personalities and interests. And, with eight LGBT events per year, one of the first LGBT-specific Visitor Centers in the country and countless hotels, restaurants, clubs, excursions and more, there's no doubt that Miami is a premiere destination for the LGBT community.

With a limited timeline and budget, the goal of 2014's LGBT social media campaign was to:

- Highlight all eight major LGBT events in Miami, not just Pride Parade
- Increase community members on Facebook and Twitter
- Drive users to miamiandbeaches.com

IMPLEMENTATION

The social strategy implemented for the LGBT campaign leveraged the popular trend that consumers active on social media like taking online personality quizzes and sharing the results with their friends.

To celebrate all eight major LGBT events that occur throughout the summer in Miami, a personality quiz "Paint Miami Rainbow" was created to help educated consumers on the different LGBT events and to find the one event that best fit their personality. The "How Do You Paint Miami Rainbow?" quiz launched on the Visit Miami LGBT Facebook page with a promotion overlay that encouraged consumers to take the quiz for a chance to win a round-trip for two to Miami, 4 day/3 night stay and a ticket to the coveted White Party held in Miami Beach.

The quiz was comprised of five different questions and LGBT event characteristics aligned to the multiple choice answers within the quiz. Example quiz question:

What's your signature dance move?

1. I'm still practicing the lift move from Dirty Dancing, but I swear I'm going to nail it one of these days. (White Party)
2. Signature move, nah, I can do it ALL from the moonwalk to the dougie. (Winter Party Festival)
3. A little side step move is all you need. (Miami Beach Bruthaz) My signature dance move is leaving the dance floor as quickly as possible. (Gay and Lesbian Film Festival)

An algorithm was determined to match the appropriate LGBT Miami event with how the consumer answered to unveil which LGBT event matched their personality the best.

Example quiz result:

Gay and Lesbian Film Festival: A true travel experience energizes your body and mind and the Gay and Lesbian film festival is just the thing for you. You're ready for a stimulating intellectual endeavor, but you also want to relax with a coco frio in your hand. Miami is just the place for you!

Participants were automatically entered to win the grand prize once they answered the "How Do You Paint Miami Rainbow" quiz and could share their results with their friends on social channels.

The campaign was promoted on the Visit Miami LGBT Facebook page and through Facebook newsfeed ads. Visit Miami LGBT Facebook Like ads were launched to grow the social community while Facebook newsfeed ads drove consumers directly to <http://www.miamilgbt.com> so consumers could learn more about the eight different Miami LGBT summer events, and learn more about Miami and the Beaches.

RESULTS

The 2014 LGBT social media campaign garnered more than 2.8MM total campaign impressions and generated more than 30,300 new Facebook Likes for the Visit Miami Facebook page through owned, earned and paid efforts.

"How Do You Paint Miami Rainbow?" Facebook quiz/sweepstakes:

- 3,243 entries

Facebook ads driving consumers to enter the quiz/sweepstakes:

- 1,828,254 impressions
- 18,673 clicks to the quiz/sweepstakes
- 2.31% click thru rate

Facebook Like Ads:

- 1,042,262 impressions
- 28,497 new Facebook Likes

BUDGET/COSTS

The total budget for this effort was \$XXX:

- \$XXX was non-working dollars used for project management, campaign activation, development of promotion rules, creative/copywriting and development of the Facebook quiz and promotion and creation of all social posts.
- \$XXX was working dollars allocated to Facebook ads driving to the quiz/sweepstakes and Facebook Like ads to grow the Visit Miami LGBT Facebook community.