



## **CASE STUDY: Social Media Campaign**



City Spur had a big challenge facing them: to introduce their new company into the extremely crowded online Yellow Page's industry.

### **Why City Spur Uses FrontGate Media**

“Our company has been able to experience the full power of social networking. Through our ongoing social media campaign, we’ve been able to develop considerable awareness, increase traffic, and ultimately achieve a significant percentage of market share.”

Allison Davis, Head of Programming, CitySpur

### **Targeting**

A strong social media and SEO marketing campaign that combined the use of Twitter, Facebook, Friendfeed, and Blip.TV - along with a heavy backlinking campaign for search engine purposes.

### **The FrontGate Media Campaign**

A strong emphasis on daily Twitter messages, adding 50-100 followers per day on Twitter, along with a weekly local travel show syndicated on CitySpur, Blip.TV, Facebook and AOL TV, and consistent social media development on those sites. A secondary campaign added a strong dose of blogging, averaging 9 category-specific articles per day.

### **Results**

- In 6 months, CitySpur is grew to an average of nearly 200,000 monthly unique visitors verified by Quantcast.com.
- We generated over 15,000 followers on Twitter, making it the most followed Yellow Pages service on Twitter.
- Accumulated 150,000 monthly streams of their weekly travel show resulting in increased revenues by 200%, and ranking the site at the top of Google in many keyword searches.