

We've done some



things for Nova...

SGM have helped with a wide range of advice and guidance on SEO, pay per click and social helping us through the process from idea to implementation.

Eroll Chimanga

*Making Great Strides With Social and PPC*  
Sleeping Giant Media works with Nova to increase the registrations for a number of their mass participation sporting events that take place around the UK. We are doing this by employing social media marketing strategies and utilising pay per click advertising, both on search result pages and on Facebook.

SUCCESS  
STORY

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Sleeping **GIANT** media  
BIG on Search

**nova**  
inspiring events

The National Lottery  
ANNIVERSARY  
**RUN**

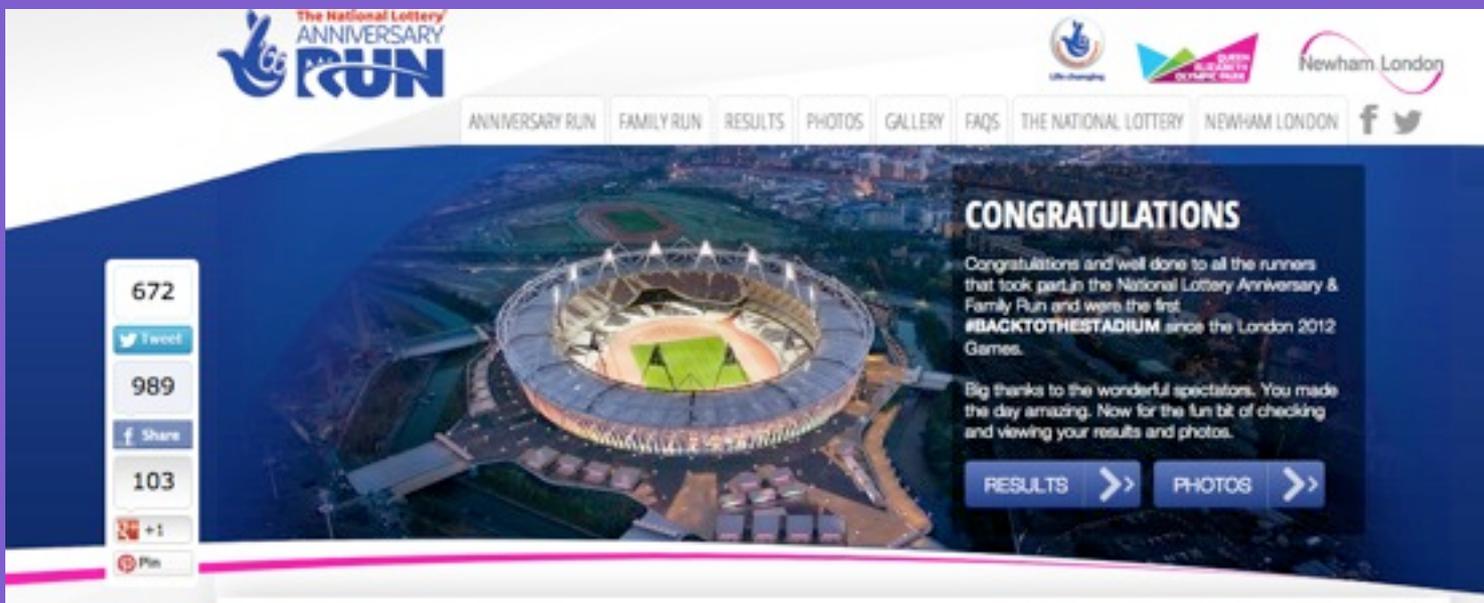
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# THE CLIENT

Nova develop, organise and promote mass participation, televised sporting events, including the Bupa Great North Run, Great London Swim, Great Cycle and Great CityGames. Nova works to encourage people to take part in these events, promote health and fitness and, for some of the events, fundraise for charity. Nova was founded in 1988 by Olympic medallist Brendan Foster. They approached Sleeping Giant Media to increase exposure, brand awareness and registrations for the smaller events through PPC and social.

# THE BRIEF

We were asked to manage social activity for the National Lottery Anniversary Run, which Nova were organising on behalf of the National Lottery, within a very tight timescale. We had to create new Facebook and Twitter profiles for this event so needed to build up followers and likes as quickly as possible. At the beginning, a large proportion of the social activity was users commenting on the technical issues that they were experiencing on the website. This was a catalyst for improving the escalation process, which ensured a smooth management process.



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# THE CAMPAIGN

Before we ran the social campaign, there was a period of analysing the existing social activity on a different event in order to learn which posts were popular and delivered the most engagement, in the form of likes, shares, comments, etc. We used this analysis, and our knowledge of EdgeRank, to form the basis of our strategy. Running the social activity itself has involved developing both a follow strategy and a content strategy. We have then assisted with implementing this and with developing their processes to facilitate the escalation and response to any comments from the public. We also used Facebook PPC advertising to promote the new page in order to increase exposure and likes.



We chose to run a Facebook PPC campaign to target people who are interested in running, running events in specific cities, and participating in charity events, with some cross-over so that we can target those who are interesting in both running and charity. Facebook advertising provides incremental exposure to the brands and allows us to target anyone between the age of 16 and 60, whether they've heard of the event or not. With paid search on Google, users are actively looking for that event or similar so it's easier to understand their search intent. We have used AdWords PPC to get in front of people who were searching for these types of events, either specifically or not, i.e. 'the great women's 10k' or 'running event Glasgow'.

With some of the events, such as the Bupa Great Women's 10k, where marketing data and user feedback from previous events was available we used this to choose the channels that were likely to work best for each event. Additionally, we established in-depth analytics to track registrations and various other goals. This means that Nova now have data on which to base future advertising and investment decisions.

Working with Nova has been going really well, there's been a lot of change, which has brought its own challenges. Working closely with the business and other stakeholders has been imperative. This has made it a very exciting project to work on. It's been great to work with a client who's keen to develop their social processes and are aware of its long term nature. Ongoing analysis of the current social activity is used to evolve the long term strategy.

- Christian Hirlemann, Account Manager

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# THE RESULTS

The new social profiles for the National Lottery Anniversary Run received nearly 4,000 Facebook Likes and 1,254 Twitter Followers in one and a half months. We have seen a high level of engagement and positive feedback from the community, who are really helpful towards each other. If someone posts about training, other users suggest some training tips. This creates a good base for any future events.

Check out some

# GIANT

numbers....

In the first month and a half of launching The National Lottery Anniversary Run social profiles we achieved..

Over 3,600 Facebook

1254 Twitter Followers



Xtras



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