

## RECRUIT TARGETED FOLLOWERS TO A RELATED ACCOUNT



- 🐦 Customer acquisition
- 🐦 Personalized invitations

Eddie Bauer was phasing out their @FirstAscent twitter account and wanted to have those followers follow @eddiebauer instead.

### What can we do with the loyal followers of an account that we are phasing out?

- 🕒 Sent 5,500 personalized messages, one to each fan
- 🕒 Took hours to complete instead of weeks

Not following @eddiebauer  
@FirstAscent

Brand profile  
@eddiebauer

🕒 TOTAL TIME

2.5 hours

👤 CONVERTED TO FOLLOWERS

1,380

