

USING ORGANIC INTERACTIONS TO CREATE WORD OF MOUTH ON TWITTER

INDUSTRY
Entertainment



🐦 Fan activation 🐦 Word of mouth 🐦 Organic engagement

Skybound Media, the company behind the comic The Walking Dead, wanted to inform fans that watch the show on AMC (@WalkingDead_AMC) where they could find the source material and the inspiration behind the hit TV series.

- Fanatical systematically followed over 300 of the most influential twitter fans talking about @WalkingDead_AMC, who had not yet followed @TheWalkingDead account
- Each target had affinity keywords in their bios, including **comic**, **geek**, **fanboy**, and **Walking Dead**



#TheWalkingDead 🧟



✓ CONVERSION RATE

74.8%

267 / 357

✓ TOTAL FOLLOWS

357

✓ FOLLOWED BACK

207

↻ RT OF @TheWalkingDead

57

💬 MENTIONS OF @TheWalkingDead

187

🕒 TOTAL TIME

1 HR

📄 CAMPAIGN REACH

906k

📄 POTENTIAL IMPRESSIONS

4M