



TDS Telecommunications for Business Social Media Campaign



Engagement

Category	n	Average engagement %
Finance/insurance	5	0.17
General Retailers /Online retailers	14	0.20
Confectionery	23	0.28
Other FMCG (washing powder, biscuits, personal care)	13	0.30
Sport	4	0.35
Software/Apps/Social platforms	12	0.41
Cosmetics	2	0.41
Entertainment complexes/Theme parks	6	0.45
Clothing/Apparel	36	0.46
Food services	28	0.50
Luxury goods	11	0.56
Gaming	4	0.58
Other (i.e. airline, motorbike, toys, angels club, craft)	6	0.58
Beverages/Soft drinks	13	0.59
Electronics/Telecommunication	8	0.76
Luxury cars	5	0.82
Alcohol	6	0.85
Cars	4	0.98
	200	0.51

Averages for the Top 200 Brands on Facebook (Statistics from AdMap)

- In a given week, less than 0.5% of fans are actively engaging with a brand's Facebook page
- Only 10% of Facebook business pages are reaching an engagement level of 1% or more
- The average engagement for the Electronics and Telecommunication industry is 0.76%

Averages for TDS Telecommunications for Business

- 4% of fans are engaging with daily posts, 3.5% higher than the average for the top 200 brands
- The engagement rate over a 30 day period is 5%, 3.24% above the industry average

- Followers from February 2012 to date: **Increase 173, 200%**
- Fans from February 2012 to date: **Increase of 347,700%**
- Followers from April 2012 to date: **Increase of 16, 500%**

Special Initiatives

On June 7, 2012, Gossip Genie hosted the first ever TDS Blogger Event, known as "The Future of the Digital Workplace."

- 6 of the most influential technology/small business bloggers in the midwest were invited to Madison, Wisconsin for a day of discussion, networking and demonstrations hosted by TDS
- The event served to demonstrate how TDS for Business is embracing social media and the digital sphere and also offered a forum for conversation on telecommunications related topics
- TDS Bloggers and other attendees were encouraged to live tweet about the event using the hashtag #TDSBloggerEvent
- HashTracking.com reports 239 tweets with the hashtag #TDSBloggerEvent generated 5,260,937 impressions, reaching an audience of 196,860 followers on the date of the blogger event and the following 24 hours.

"What did I take away from this amazing event? Well, first of all I'm just so impressed that TDS actually gets it. Not many companies truly do. I'm stunned at the support, top down, that the social media team gets at TDS. Their success is directly tied to the amount of listening they do. Happy customers, internal and external, are the only way to go and this day showed it in spades."

- Tommy Clifford, TDS Blogger Event Attendee

Read more from Tommy Clifford's experience here: <http://ow.ly/dFnZw>

Results

- Four months after Gossip Genie launched the TDS for Business social media campaign which incorporated brand awareness as well as lead generation, the company saw a gain in its Q2 revenue by nearly \$10 million.
- These gains were strongly shown with TDS managedIP for business, one of the main components of the strategy developed by Gossip Genie.



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TDS Telecom sees Q2 gains in managedIP, triple play service adoption

August 7, 2012 | By Sean Buckley

TDS Telecom, the wireline ILEC division of Telephone & Data Systems (NYSE: TDS), reported on Friday that wireline revenue rose on strong gains in *managedIP* for businesses and residential triple play bundle services.

During the quarter, TDS Telecom reported \$208.5 million in revenues, up from \$198.9 million in Q1 2012.

Residential triple play penetration increased to 30 percent, up from 27 percent in the previous quarter. A key piece of its growing triple play bundle is IPTV. With plans to offer IPTV service [19 markets in 2012](#), TDS launched the service in [La Vergne, Tenn.](#)