

## USING ORGANIC INTERACTIONS TO **CREATE WORD OF MOUTH ON TWITTER**

**INDUSTRY Entertainment** 







y Fan activation 
y Word of mouth 
y 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

CONVERSION RATE

267 / 357

- ✓ TOTAL FOLLOWS **357 1**
- **⊘** FOLLOWED BACK 207 1
- RT OF @TheWalkingDead **57 1**
- MENTIONS OF @TheWalkingDead 187 1

O TOTAL TIME

☐ CAMPAIGN REACH

☐ POTENTIAL IMPRESSIONS



@TheWalkingDead OMG Thanks for the follow, totally freaking out over here #fangirlfits #TheWalkingDead 🖫 #MyLifeisComplete 🐷

7:19 PM - 19 Oct 2015



Hey, @TheWalkingDead followed me! I'm guessing they've admired my Zombie Chihuahua from afar.

## #TheWalkingDead 🖫



The Walking Dead o @TheWalkingDead FOLLOWS YOU

fanatical

 ☐ www.fanatic.al

