

CREATE ENGAGEMENT

Best Buy Holiday Campaign Inspires Conversation about Its Brand

OBJECTIVES:

- Create engagement and discussion around Best Buy
- Leverage influencers to drive brand awareness
- Generate high quality traffic to the Best Buy website

SOLUTION:

- Customized sponsored questions created credibility brand-relevant conversations
- Ad roadblocks and companion ad extended brand reach
- Integrated link within blog posts produced qualified traffic and increased SEO ranking

RESULTS:

IN JUST 2 DAYS...

- Branded question seen hundreds of thousands of times
- Hundreds of bloggers answered and integrated the brand into their blog
- Tens of thousands of readers viewed branded blog posts
- Several hundred readers interacted by commenting on branded posts
- Doubled SEO ranking across Six Apart sites
- Client renewed campaign

Question of the Day ⚡ ⚡

What gifts, big or small are you hoping to find under your tree this year?

Sponsored by Best Buy

[View answers | Suggest QotD](#)

The gift is what you make of it.

Best Buy shows you how to use technology to enrich your holiday traditions at bestbuy.com/projectholiday »

You, Happier.™

High impact home page placement

Sponsored question and branded companion ad promotes product

QotD: Under the Tree

December 12, 2008 at 11:15 AM | [Post a comment](#)

“ What gifts, big or small are you hoping to find under your tree this year? *Sponsored by [Best Buy](#)*”

It's always difficult for me to come up with my Christmas wish list. But this year, I've really gotten into photography and there is a fantastic new digital camera that just came out. Its definitely at the top of my list along with a pair of tan boots and a new ski jacket.

“Sponsored by” text link integrated into blog post drives traffic and viral distribution of brand.