

bam! B2C Case Study

OVERVIEW:

One of the primary target markets for Park Lane development in Dallas are moms in a 2-3 mile radius of the shopping center. Park Lane was looking for a way to create exposure to these moms as one of their social media goals.

MILESTONES:

- Engaged with Splash Media in September 2010
- Built awareness from Sept – Nov 2011
- Launched Park Lane Mommy Blogger Meet Up Campaign – Nov 2011

FEATURED SUCCESS STORY:

Park Lane Mommy Blogger Meet Up - Park Lane is a new development in Dallas, TX and there is simply not enough awareness of what is available. The goal of the Mommy Blogger Meet Up was to expose a very influential group of our targeted audience to the center and wow them in hopes that they would spread the word to their network. Splash initiated, arranged and confirmed the Meet Up all through Twitter without sending a single e-mail.

HIGHLIGHTS:

In 24 hours the Meet up generated:

- 143 tweets
- 322,518 impressions
- 28,434 followers

RESULTS:

- The mommy bloggers that were targeted and came to the Meet Up received a VIP tour of all of the stores from the store managers – learning everything from how to buy proper running shoes to what types of organic produce is available at Whole Foods.
- Re-tweets and mentions have significantly increased since the event as it gained exposure with the right audiences in the right locations.



Tracking @ParkLaneDallas since March 15, 2010

CLIENT PROFILE

The Shops at Park Lane

Background

Park Lane is a 33.5-acre mixed-use development located in Midtown Dallas directly across from NorthPark Center, one of the nation's most prominent shopping malls. At full build-out, Park Lane will be a 2.4 million square foot mixed-use development with more than 700,000 square feet of retail, restaurant and entertainment space, anchored by Dallas' flagship Whole Foods. Today, The Shops at Park Lane boasts more than 600,000 square feet of retail space with many of its retailers acknowledging the development's uniqueness, formidable demographics and mid-town location with flagship stores.



The urban village components include shopping, dining and entertainment venues, Class-A office space, as well as luxury residential units.

Website:

<http://www.parklanedallas.com>

Social Sites:

 /ultimateurbanneighborhood

 @ParkLaneDallas

 /TheShopsAtParkLane

 www.parklanedallas.com/blog/

Details

Twitter breakdown:



Sample Tweets by Mommy Bloggers:

**Shops at Park Lane is very accessible.
Tons of entrances and great shopping:
Dick's, Home Goods, Nordstrom's Rack.**

#parklanemoms

7:44 AM Nov 2nd, 2010 via twidroyd
Retweeted by 2 people



screweduptexan

**Two-story @OldNavy opening at
@ParkLaneDallas on Nov 20! Big Party!**

#parklanemoms

7:47 AM Nov 2nd, 2010 via Echofon
Retweeted by 2 people



mommyswishlist