

# How to drive tune-in using social media

The IFC turned to Adaptly to boost awareness with Facebook. Video is universally considered to be one of the most effective ways to build brands. Adaptly combined the impact of sight, sound, and motion of a video with the addressability, measurement, and native formats of platforms like Facebook.

## Approach

IFC's goal was to drive awareness by leveraging clever content around the premiere of Garfunkel and Oates and National Friendship Day.

- IFC and Adaptly ran the promotions on Facebook, leveraging a combination of organic and unpublished video page post.

## Results

- Facebook results tie-in produced around 32,000 likes, and the videos have been shared over 57,000 times.



336k views.



57k videos shared.



32k likes.

## Key Takeaways

- Instead of sending out just one video to their entire audience, IFC experimented with creating different executions for different segments. This allowed delivery of more relevant communications, tying their overall campaign creative with National Friendship Day.
- Campaign results were maximized because of reach in Facebook, allowing them to be relevant with real-time marketing messages.

Adaptly