Social Media Case Study

LindzMag – The official Lindsay Lohan Magazine - www.lindzmag.net
October 2004 to September 2007
Media options: Facebook, MySpace, Twitter, existing forum infiltration, fan blog infiltration, unique website build, advanced SEO, branded forum, user blogs & an electronic magazine (60% of content provided by the fan-base).

Requirements

American actress, singer and celebrity **Lindsay Lohan (LL)** and her management team wanted to create a full social media campaign to engage with her fan-base online, around the world.

The main reasons for this were:-

- To control the flow of official information
- To launch the music career of the then young actress
- To inform the fan-base of opportunities to purchase related products direct
- To engage directly with the fan-base and grow new fans
- To build a database of fans for future marketing purposes
- To communicate directly to the fan-base on behalf of partners & advertisers

Solution

Cre8ive Wisdom was engaged to infiltrate the main existing related forums & recruit fans to carry the message of **LindzMag** forward. At the same time it identified writers within the existing fan-base, who could regularly contribute to the magazine with original content. During this process 'moderators' and key fans within these existing forums were incentivised with 'inside information' to contribute to the growing of the brand and the communication of the magazine as something for all fans to get behind.

Cre8ive Wisdom assembled a professional editorial & design team to back-up the project & create the relevant e-magazine, supportive website and magazine fan forum.

A PR campaign and advanced SEO techniques were then utilised to drive fresh traffic to the magazine online, while Facebook, MySpace &Twitter campaigns 'sign-posted' the magazine website and incentivised free sign-up to newsletter systems to enable fans to access the online magazine resource, in order to capture data for further use.

The forum & magazine also struck-up key partnerships with associated websites to share traffic, news and resources. An existing media/video website, a key fan forum and a huge online resource of official and unofficial **Lindsay Lohan** imagery joined forces with **LindzMag** to form the **Lindsay Lohan Appreciation Network.**

Outcome

Over a 3 year campaign, **Cre8ive Wisdom** generated a regular e-magazine, which saw contributions from **Lindsay Lohan** fans and official articles and interviews. This was underpinned by the growing of the social network and the communication of the proposition online through custom-built and existing online routes to market.

The initial setting-up of the key tools took 6 months to develop to launch. The launch phase was strategically timed to hit when a key new **Lindsay Lohan** movie (her last with Disney) was released at the cinema world-wide, swiftly followed by her debut musical album 'Speak'.

By the end of the first year of operation, the project had captured and was regularly communicating with an early adopters market of some 25,000 fans located in over 50 countries. Through year two and year three, the fan-base and network continued to grow and to be developed, being recognised as the leading **LL** online resource.

By the end of the project (timed as the actress started to undertake more 'adult roles' and the need for a 'teenage' fan-base as a first target began to change), members of the **Lindsay Lohan Fan Appreciation Society** totalled over 180,000.

At its height, the supportive website and forum was attracting over 45,000 unique visits per day on average, with 40 forum moderators, spread out across the world's time-zones, to ensure that posts could be monitored and activity measured 24/7.