

**Social Media Strategy Case Study
DSI Social Media Campaign
Oracle OpenWorld 2012**

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innovative
MARKETING
strategic
BRANDING &
distinctive
CONTENT

for Agencies & Nonprofits



Context: I was the lead integrated marketing and brand strategist for The CSK Group on its DSI brand management account. In addition to developing core messaging and serving as the primary client liaison, I wrote web content and case studies and launched the company's first full-scale social media campaign in tandem with Oracle OpenWorld (OOW).

I was responsible for attending the event, photographing it, coordinating daily video shoots and YouTube publishing, as well as live tweeting and engaging on the company's Facebook and LinkedIn accounts.

Strategy: Emphasizing DSI's campaign messaging, I created and produced an integrated social media strategy that increased excitement leading up to OOW and engaged audiences during the event. With the help of our larger marketing team, we developed full graphic design support for the campaign and offered real-life incentive (a free mobility workshop) for audiences to engage with us. Our strategy included:

- Videographers who recorded and edited video footage daily during OOW.
- Photographer (me) who took photos daily, publishing to Facebook & Twitter live.
- Live tweets and live Facebook & LinkedIn updates in real-time throughout the event (me).

DSI Writing & Social Media Samples

DSI Website: www.dsiglobal.com

DSI Customer Success Stories:

[Customer Success Story: Chivas Brothers](#)

[Customer Success Story: Womble, Inc.](#)

[Customer Success Story: Eastern Propane](#)

[Customer Success Story: Lafarge South Africa](#)

Oracle OpenWorld 2012 Videos:

[Enterprise Mobility Studio w/Mark Goode](#)

[Enterprise Mobility Studio w/Sandra Benson](#)

[Enterprise Mobility Studio w/Anton Goosen](#)

[Enterprise Mobility Studio w/Steve Russell](#)

Oracle OpenWorld 2012 Photography

[Album: #OOW Day 1](#)

[Album: #OOW Day 2](#)

[Album: #OOW Staff Kickoff Dinner](#)

About DSI: DSI equips companies around the globe to move beyond just implementing mobile applications — DSI equips them to become mobile enterprises. DSI is a privately-held multinational company with a global headquarters office in Kansas City, Missouri and offices around the world.

Disclosure: All work done for DSI was done as an employee of or as an independent contractor of The CSK Group in Colorado Springs, Colorado.