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BUSINESS, MARKETING AND CREATIVE STRATEGIES  
WITH LEADING TECHNOLOGY

Case Studies

White Papers

**Behavioral Case Study** *This viral campaign generated a 170% response as new leads signed up and referred others to the offer.*



**fabcom**  
integrated strate ic marke ing

# “BUILDING THE ALPHA GEEK NATION” BY FABCOM GOES VIRAL

FabCom recently launched a viral marketing campaign for The University of Advancing Technology called “Building the Alpha Geek Nation” that generated an explosion of responses from its hard to reach, niche target audience of techno-geek teenagers.

FabCom strategized with UAT to position their brand as the first to legitimize and redefine this niche audience in a positive way, defining “techno-geek” as cool, smart, elite, and innovative. This positioning exclusivity fosters a sense of belonging and pride in prospective students who formerly self-identified as “outsiders.” In planning an effective campaign, FabCom understood that this audience needed to be approached in a low key, high impact manner with relevancy and transparency of purpose.

**Alpha Geek Nation Landing Page - [Click Here](#)**



The campaign was designed as an online extension of the University's newly established brand position. The objective was to create and support a new social network that nurtures the techno-geek audience and excludes non-techno-geeks. The [strategy](#) creates a new, effective method to reach and engage this highly niche audience.

FabCom developed a print ad offering a free subscription to UAT's own Geek 411 magazine (circulation 16,500 and created by FabCom) as well as a free Alpha Geek T-shirt. They also created an Alpha Geek Nation website landing page ([www.alphageeknation.com](http://www.alphageeknation.com)) as the matrix point for all responses and to provide links to articles about UAT, news, and information about degree programs.

FabCom ran the ad promoting the Alpha Geek Nation in Geek magazine (circulation 200,000), a newly launched, cross-cultural publication that targets game, techno, fashion, and culture geeks. Of the total circulation, an estimated 74,245 were age-appropriate techno-geeks with potential interest in a college degree in the fields of advancing technology. FabCom planned this [advertising](#) placement to engage this cross-section and drive them to the website to opt-in and refer a friend into the Alpha Geek Nation.

**The ad was also placed in UAT's Geek 411 magazine. FabCom's collateral strategy was that this placement would motivate UAT's existing database of prospective students to become active on the University's behalf.**

The respondents from this audience would be drawn into the Alpha Geek Nation community through the magazine and then refer membership to their friends, ultimately generating like-minded, interested and highly qualified potential students.

FabCom's campaign was designed to go viral within the community of Alpha Geeks and build new leads based on referrals to techno-geeks from techno-geek

teenagers who have an active interest in pursuing a higher education in the fields of advancing technology. To differentiate real potential students from people who simply wanted a free T-shirt, the campaign was built with a double opt-in process and filtered further with a narrative field for responses to a relevant, open-ended question that revealed the respondent's interest level in advancing technology.

**Thank You/ Confirmation Page After Submitting Form**



**Email Received by Friend Referred**



## THE RESULTS

More than 22% of the defined audience targets responded to the ad with their own verified contact information as well as contact information for a friend.

This is more than **15 times the response** that would typically be considered a successful [direct marketing](#) initiative. Here are the numbers to date in Landing Page Tracking:

- 50,932 gross hits to the page
- 35,846 net unique visitors

### Responses:

- 22% response rate from ads
- 74% of respondents entered their verified e-mail, full information and a friend's email address
- 41% of referred friends hit the page and went through the opt-in process

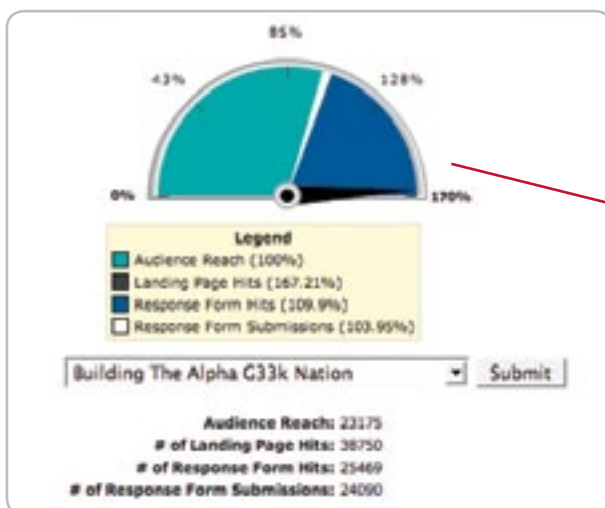
- 38% of the respondents answered the narrative question, qualifying them as perfect leads for UAT

Following data cleanup, this initiative has generated more than 16,000 qualified, pristine leads for UAT from this campaign in the first two weeks after launch.

Chrys Pistillo, Dean of Admissions for UAT said: "We're very proud of the work and beyond pleased with the results of this campaign."

This represents Phase One of the Alpha Geek Nation campaign. FabCom will continue to track results from this lead generation campaign while launching Phase Two: Alpha Geek Nation Members. FabCom plans to carry this campaign forward, track through to student enrollment, and report on the results.

### Live Dashboard Reporting of Results



When was the last time you reported a 170% response on a campaign? It's easy to do when each lead signs up and refers another. Call FabCom to learn more.

## About FabCom

FabCom's elite team of strategists and creative implementation experts power best-of-class [marketing](#) technology to help clients grow their businesses and increase revenues.

For further information on the Alpha Geek Nation campaign, FabCom, or UAT, please contact Brian Fabiano at 480-922-1122 or [brian@fabcomlive.com](mailto:brian@fabcomlive.com)

### FABCOM IS A FULL-SERVICE STRATEGIC MARKETING, PR, AND ADVERTISING FIRM

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\*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.