

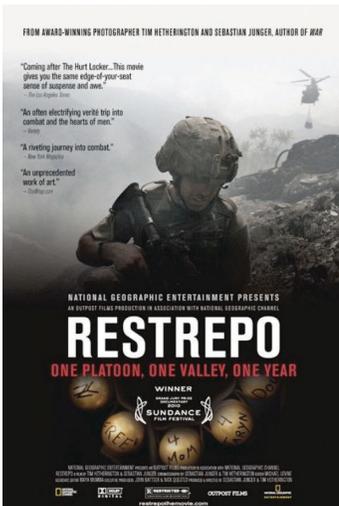
# Small Act helped National Geographic earn over \$1 million

**smallact**  
Make a big impact in social media.

## Case study

“The Facebook community our consultant built has been stunningly successful, in that the members of the community are now convincing theaters to pick up our film.”

- Nikki Lowry, Director of Film Marketing and Outreach, National Geographic Giant Screen Films



National Geographic Entertainment wanted to make their latest documentary a smash hit. The independent film, *Restrepo*, chronicles the one-year deployment of a platoon of American soldiers at a remote 15-man outpost.

### The problem: Getting the word out

National Geographic Entertainment couldn't afford the usual marketing trimmings of a big-budget Hollywood movie, but they wanted to get the word out to increase theatrical demand and distribution of the film.

They realized they needed to create and rally a grassroots base through social media.

### The solution: Consulting + Thrive

Small Act developed a plan to:

- Grow and maintain a community specific to *Restrepo* on Facebook and Twitter
- Raise awareness for the film
- Interact with organizations related to the film

Small Act used their Thrive software solution to monitor what other people and organizations were already saying about the film, so they could respond to them. They also shared and commented on blog posts about the film.

Small Act built trust among the growing fan base by tracking down

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answers to their questions, thanking fans for their comments and creating an environment where they felt heard. They wanted fans to know there were real people with real passion behind this film.

### The result: Box office success

Within a few months, a huge community of fans had gotten involved with the film.

- Facebook: over 25,000 fans
- Twitter: over 2,000 followers

The film far surpassed revenue projections, taking in over \$1.2 million thanks to the dedicated, passionate fan base Small Act helped cultivate.

Within just a short span of time, fans were sharing advice with one another, answering each other's questions and coordinating road trips.

### About Small Act

Small Act empowers you to take social media to the next level, enhancing your fundraising, major gift-prospecting, event-planning and advocacy efforts. With their SocialData, Key Donor Intelligence, and SocialCRM solutions, Small Act proudly serves hundreds of clients.