



## Celebrating the Written Word On-Site Digital at Times Litfest Delhi

Already done with four editions, Times Litfest Delhi's journey has only been onward and upward since the start. It is a platform where authors, artists, performers and pioneers in fields that celebrate writing, impart an amalgamation of thoughts and ideas. Rapidly gaining popularity and more visitors after its initiation in 2015, this literature festival is an event that will always strive for even larger audiences



Webcontxt has been providing its digital services to the Litfest since 2016, now a three years old partnership that has been built upon hard work and satisfying results. At the last festival in 2018 too, the digital mantle of the event was handed over to us. The brief was simple as always: be the most talked about thing on Facebook, Twitter and Instagram, along with trending the event hashtag too. While all the platforms were supposed to be engaged, TLF also wanted live streaming of the sessions to be done on Facebook. We had set the bar in the previous two years, and this time around, our aim was even higher.

## EXCEEDING EXPECTATIONS, MAKING RECORDS

Managed by a dedicated digital team, no details of Times Litfest Delhi 2018 were missed out on the various digital platforms we were handling. As per the mandate's needs, we assigned a content writer for each of the six venues of the festival, for the purpose of live tweeting. In the same vein, we also had teams of 2 to 3 people doing other on-site digital such as Facebook and Instagram stories and posts.



Not only did we cover the fest, but we also employed innovative ways to engage the visitors. From live interviews to contests and games, we enhance the digital and real experience of the event. Those who could not physically attend the event got to enjoy the perks of Facebook live streams of sessions, handled by Dreamcast, from all the venues. A win-win for everyone at the end!



## MARCHING TO THE TOP

Perseverance and persistent efforts are tried and tested methods in our path to success. On-site digital media marketing had wrought great results in 2017, and in 2018, the outcome was even more remarkable.

- TLF 2018 trended number 1 on Twitter in Delhi, organically.
- More than 3,700 tweets were published about the fest.
- The social reach of TLF 2018 was larger than 525.86 million.
- Live updates of the event on social media were published by our team, the speakers and the visitors as well.
- Facebook live videos had more than 3.8 lakh views and a very grateful viewership.
- An abundance of user-generated content flooded online.

Trends · [Change](#)

- [#MelaniaTrumpQuotes](#)  
3,534 Tweets
- [Air Transat](#)  
1,235 Tweets
- [St. Lawrence Market](#)
- [#TravelTuesday](#)  
5,163 Tweets
- [#Glasgow](#)  
2,931 Tweets
- [Michelle Obama](#)  
420K Tweets
- [Margaret Wente](#)
- [#TuesdayMotivation](#)  
@eggwhisk is Tweeting about this
- [#Tbay](#)
- [Lake Erie](#)

On-site digital marketing is a unique and relatively newer offshoot of digital media marketing. Events such as the Times Litfest are where it's full potential is put to use. Publishing and broadcasting events live on digital media platforms, as they happen, reduces the possibility of online audiences missing out on any details. It is a live archive that can also be a fun engagement activity at the event. The possibilities for on-site digital are endless...

**Rajvigandha**  
Presents  
**TIMES litfest**  
Delhi 1<sup>st</sup> - 2<sup>nd</sup> Dec

India Habitat Centre  
1<sup>st</sup> & 2<sup>nd</sup> December

**TOI**

**THE TIMES OF INDIA**  
CHANGE Begins Here