

DIGITAL SOLUTIONS FOR EVENT MARKETING CLIENT CASE STUDY

E3 Marketing Group

The Client

Our client is a recently established company entering the Powersports market with a new line of All-Terrain Vehicles (ATV's). They are in the process of establishing a dealer network and launching new products in North America. This included participating in a major industry trade show- one of the largest gatherings of power sports dealers and consumers in North America.

The Challenge

Our client's overall objectives for the trade show were to get as many people as possible to see their new products, establish connections with potential dealers, and create brand awareness with dealers and consumers alike.

A primary challenge was how to stand out in a cluttered and competitive trade show environment to make one-to-one connections. Another was how to measure success, in terms of brand awareness and leads generated.

Our Solutions

E3 Marketing Group developed a strategy to address these challenges by using mobile and digital location marketing tools to create one-to-one connections before, during, and after this key industry event.

We leveraged advanced digital and mobile technologies to help our client dramatically increase brand awareness, capture dealer leads, and provide trackable metrics for measurable results.

PRE-EVENT SOLUTIONS

Key-Word Targeting: This digital solution allowed our client to display their show ads to anyone who searched for the event or visited website pages talking about the event. This was a great approach to generate interest before the event, let people know they would be there, and provide information about “who they are” by sending people to their landing page.

Metric: Over 200,000 impressions and CTR % of .17% (2.5x the national CTR average)

AT-EVENT SOLUTIONS

Mobile Geo- Fencing: We “mapped” the event location (i.e. convention center and demo ride area) to capture mobile IDs. We then delivered multiple high-impact digital ads to these mobile phones, during the event, to drive people to their booth and website.

Metric: Approx. 20,000 impressions and a CTR % of .84% (12x the national CTR average)

Captive Audience: Shows and events can be chaotic, which means it’s harder to get your message across and connect with your prospects. However, our captive audience solution allowed our client to get their message across when people are more receptive...while working on their devices or relaxing in their hotel room.

Through our Captive Audience product we were able to deliver our client’s digital ads to devices connected to official event hotels through their Wi-Fi networks.

Metric: Over 50,000 individual ads served to event attendees through hotel Wi-Fi systems

Facebook Local Awareness: We set a 1-mile radius around the convention center and served Facebook ads into the newsfeed of event attendees during the show. These ads made attendees aware our client’s booth location and why they should stop by (get a free t-shirt).

Metric: Over 50,000 impressions and a CTR % of .17% (2.7x the national CTR average)

POST-EVENT SOLUTIONS

Geo-Retargeting: We used the captured mobile IDs from our client's event to serve their mobile ads for the next 30-60 days. This was a great way to extend their brand awareness with targeted audiences beyond the event itself.

Metric: Approx. 130,000 impressions and a CTR % of .84% (12x the national CTR average)

Venue Re-Targeting: We were able to take the captured mobile ID's from the event and use a proprietary process to match them with household and business IP addresses. This allowed us to show their display ad to any device connected to those specific IP addresses... whether family members, friends, co-workers, employees, etc.

This in effect multiplied our client's reach after the event and expanding their target audience.

Metric: 150,000 impressions through expanding brand awareness to non-event attendees

The Results

We implemented an integrated digital marketing strategy which allowed our client to:

- Establish brand recognition with potential event attendees before the event.
- Capture leads from anywhere at the event and from event hotels.
- Get more people in their booth at much less expense than show sponsorships.
- Provide effective, targeted messaging which was tracked & measured.

As a result of our strategy, our client was able to:

- Increase brand exposure and product awareness by serving over 600,000 impressions.
- See a 500% increase in page views during their launch event.
- Increase their Facebook reach by over 1,000% around their launch event.
- Generated over 40 leads for new dealer set-up conversations.

To learn more about our digital solutions for events, dealerships, and retail outlets contact Todd Loudon at todd@e3marketinggroup.com