



NICHE EVENT MANAGEMENT COMPANY

# Driving Event Participation & Social Engagement

## ABOUT

With two marquee events just around the corner, we stepped in to supercharge the Social Media Strategy of this niche event management company.

## INDUSTRY

Event Management

## SERVICES

- Event Promotion
- Outsourcing/Offshoring
- Project Management
- Social Media Management
- Web Design

## The Story

With less than a month to market its events, expanding the fanbase and outreach was the need of the hour

We devised a targeted marketing strategy around the pressing need by identifying complementary but non-competitive communities. We thought of a strategy to market the events in those communities and their related networks. We leveraged the human factor – extending their fan base to include friends and family.

## The Process

What starts out fast may fizz out faster. This is what we wanted to avoid. We planned a steady build up of hype to the event.

Social media strategy was planned to project the running club as an ambassador of health. By throwing in good content around running, health & related themes, we drew in a genuine fan base. The build-up to the event was so great that it did not seem unnatural to create the hype about the event during the four days of registration for the event.

## The Numbers

TOTAL POST REACH  
increased by

2145%  
month on month

ENGAGEMENT  
increased by

1149%  
month on month

FOLLOWERS  
increased by

34%  
month on month

Prodigitas enables event managers to efficiently launch, manage and measure their digital marketing engagements to ensure sold-out events!

TALK TO AN EVENT MARKETING SPECIALIST.