

FES SOCIAL MEDIA

CASE STUDY PRESENTED BY



CONTEMPO

DESIGN + COMMUNICATIONS

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The Challenge

Market an event that we felt had potential but after 2 sluggish years was teetering on the verge of being discontinued if it did not turn a nice profit.

The Strategy

Utilize Social media, and email marketing to market the event within a very tight budget to keep costs low and increase profitability.

3 pronged approach...

- Social Media push (Facebook, Twitter, LinkedIn, Instagram, YouTube)
- Email Marketing (Accumulated list of 9,500+ email addresses)
- Funnel everything to Website



FEMALE ENTREPRENEUR SUMMIT

PRODUCED BY CONTEMPO

Event Background

- Started in 2012, by Contempo founder and Cleveland Business Connects Magazine publisher Renée DeLuca Dolan
- A day of Learning, Inspiration and Networking for Female Entrepreneurs
- Engage with successful entrepreneurs, dynamic speakers and experts who will share resources, opportunities, and personal testimonials.

Goal: Have attendees walk away with practical insights, honest advice, and proven tactics to help their companies grow and thrive.



Yearly survey results were mostly positive so we knew the event was providing value and could be a success...

We just had to figure out how to achieve it.

The Process

Step 1. Come up with Social Media Marketing Plan

Step 2. Content Creation

Step 3. Implement Plan



Step 1. Come up with Social Media Marketing Plan

Write Social media content calendar (plan posts 12 weeks out from event)

- Highlight each aspect of event that we thought would bring value (networking, sponsor opportunities, learning from experts, understanding proven tactics)
- Promote each speaker and their area of expertise - encourage social sharing and them promoting the event to their networks
- Produce and distribute video content with 1 piece of advice for female entrepreneurs from Panelists
- Produce valuable content with hints of more insights to come day of event in long form LinkedIn blog posts



Social media content calendar rev. 10-16-17 (1).xlsx

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	Topic/Theme	Copy	Characters	Visual	4)
Week One - Week of 8/7					
3	Breaking news/announcement of FES	#FESCleveland. Amazing speakers and networking	211	w/early bird	8/9/17
4	Event details	location: 700 Beta Banquet & Conference Center, Mayfield		FB Event visual	8/9/17
5	Breaking news/announcement of FES	speakers. Early bird reg - \$50 off thru August 31.	130	w/early bird	8/9/17
6	Breaking news/announcement of FES	Annual Female Entrepreneur Summit	1669	LinkedIn image	8/9/17
7	Breaking news/announcement of FES	Breaking News! We've just announced our 2017 lineup for		Instagram visual with	8/10/17
Week Two - Week of 8/14					
9	Reason for FES/Two weeks left for early bird	We created this event to give female entrepreneurs a space to interact with other successful women who have paved the way. This year's program will be better than ever with compelling speakers, productive networking opportunities and subject matter that directly speaks to the female entrepreneur, whether she's in start-up or scale-up mode. Just two weeks left for Early bird reg - \$50 off through August 31. Register today http://cbcmagazine.com/fes/		FB Content image with early bird	8/17/17
10	Reason for FES/Two weeks left for early bird	This year's FES program is better than ever. Two weeks left for early bird reg - \$50 off through August 31. Visit cbcmagazine.com/fes/	136	Twitter Content image with early bird LinkedIn content image w/early bird	8/17/17
11	Speaker overview/Two weeks left for early bird	female entrepreneurs We created this event to give female entrepreneurs a space to interact with other successful women who have paved the way. This year's program will be better than ever with compelling speakers, productive networking opportunities and subject matter that directly speaks to the female entrepreneur, whether she's in start-up or scale-up mode. Just a few of the more than 20 renowned speakers at this year's Summit include • Jacquie Chakirelis, Founder, Online Platform Institute and Market Manager, Aviatra Accelerators • Maureen Kyle, WKYC Anchor • Marianne Frantz, Advanced Sommelier, President, American Wine School • Anne Richie, Venture Partner, JumpStart, Inc. • Patrice Blakemore, Business Advisor to Goldman Sachs 10,000 Small Businesses, Cuyahoga Community College • Anjua Maximo, Co-Founder, GrooveRyde and Pure	1352		8/17/17
12	Reason for FES/Two weeks left for early bird	\$50 off through August 31. Website is on our profile page. #FESCleveland, #femaleentrepreneurs, #femaleentrepreneur, #womeninbiz,		Instagram event graphic w/early bird	8/17/17
Week Three - Week of 8/21/17					
13	Last week for early bird	have you registered for the 2017 #FESCleveland? It's the event where female entrepreneurs in northeast Ohio go to learn, be inspired and network. Don't delay - early bird			





Step 2. Content Creation

Create cohesive brand style templates for all graphics, sized for all native Social media formats

- Promote event through graphics on all social media headers
- Posts daily on several platforms, managed with Hootsuite social media management tool
- Shoot professional videos and post on youtube channel, embed on event website homepage and drive traffic to site

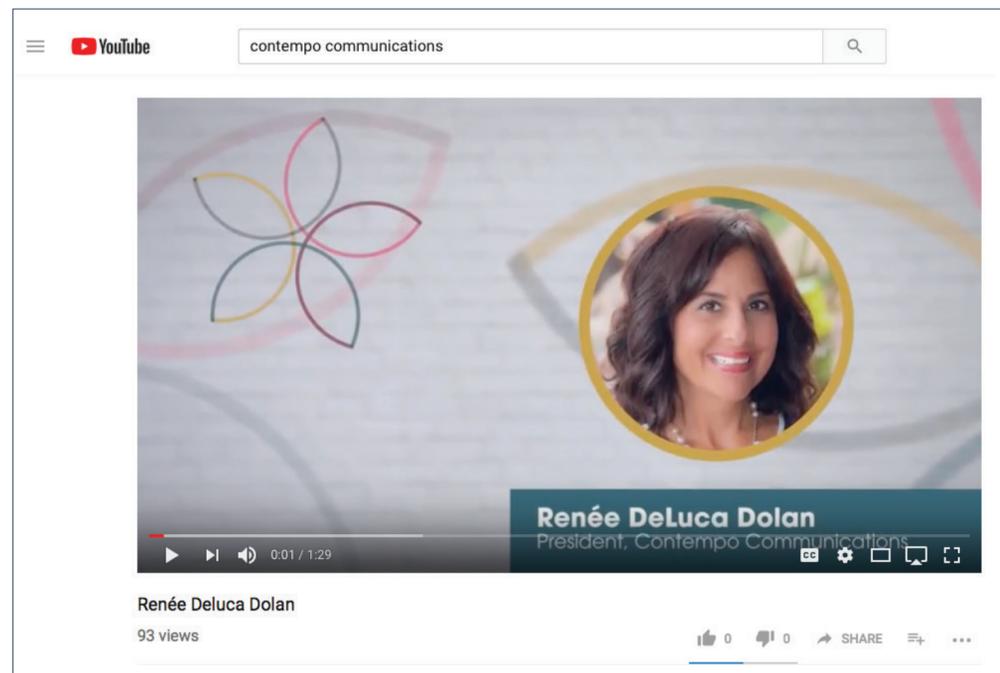
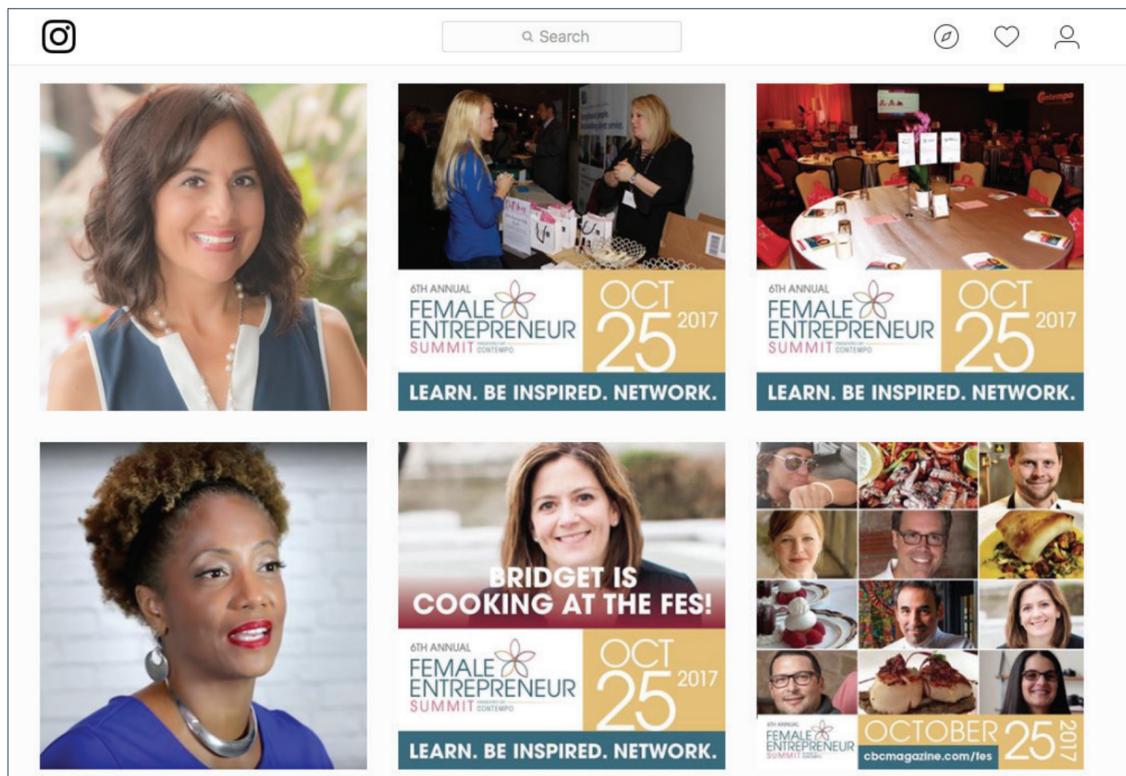




Step 3. Implement Plan

Follow through on all daily posts

- update + adjust mid-stream only when absolutely necessary
- keep up with comments, and enter the conversation to build deeper relationships



The Results

- Achieved best attendance in event's six year history, increased by 22% YOY
- Increased individual (non-sponsorship) ticket sales by 45% YoY
- Increased Total Revenue by 43%
- Increased Profit by 438%

And best of all...

The Results (continued)

- Gained new client from Social media campaign that was not interested in event but saw a post, clicked through to our website and saw we also provided other graphic services:

Led to new design contract for \$20,000+

Key Takeaways

- Today, Social Media is where all the Attention is.
- You MUST produce branding content for social platforms in order to stay relevant.
- The Creative is the variable. Test and see what works for your audience.

**Thank You for giving me your most
valuable assets...**

YOUR TIME & ATTENTION!

Have More Questions? Feel free to connect with me:

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