

CASE STUDY



CHALLENGE

The City of Jeffersontown aimed to boost its visibility statewide to drive long-term economic development. As a first step, the city sought to enhance the promotion of local events to attract more visitors.

STRATEGY

Events require a different approach, particularly when aiming to boost attendance. To achieve this, we undertook the following steps:

- **Targeting:** After observing that most events catered to families and recognizing that parents, particularly mothers, were the primary household planners, we identified mothers as our target market.
- **Goal:** With our target audience in mind, we set a goal to increase event attendance by 50%. This goal was based on the local population, current social media followers, post impressions, and the potential reach of our efforts.
- **Plan:** We determined that Facebook and Twitter were the primary platforms for reaching mothers and the media. Accordingly, we devised a social media strategy for each platform, incorporating both paid and organic tactics to boost awareness leading up to the event. Additionally, we developed plans for these platforms, as well as Snapchat, to drive engagement on the day of the event and increase attendee numbers.



OUTCOMES

Through careful assessment, goal setting, campaign creation, and implementation, the City of Jeffersontown achieved significant results. They witnessed a 1,500-fan increase on Facebook and over 13,000 engaged actions from individuals in the city and surrounding areas. Attendance at their Summerfest event doubled from 1,000 to 2,000 people, while smaller events saw a fivefold increase in attendance. Overall, the city's brand awareness within the community grew, leading to the influx of new businesses.

SOLUTIONS

Analytics and reporting, brand strategy, content marketing, public relations, ppc, and social media