

HOW A TELECOMMUNICATIONS COMPANY GAINED 15X QUALIFIED EVENT ENTRIES WITH PPC & SOCIAL MEDIA CAMPAIGNS



"We've never experienced such huge returns through any of our campaigns previously. Social media campaigns with Lake B2B's experts paid off big time. The reach and buzz around our event was a 100x more than what we were expecting."

-Kevin Lucas, Event Marketing & Operations Head

Industry : Telecommunications
Location: Caribbean region

3,241,835

LinkedIn Impressions

9,362

Clicks & 544,939 Reach

132% ROI

through Social & PPC Campaigns



CLIENT

The client organization is an association made up of operators, organizations, companies and individuals in the ICT (telecommunications) sector. The association has a Caribbean focus as it relates to ICT issues for the region with a global perspective. It organizes annual conferences and trade exhibitions, AGM's, ICT Training & Workshops and ICT Periodicals.



CHALLENGES

Connect with top executives and decision makers of top Caribbean Telecommunication companies in a matter of 2 weeks, and to fill up the booth space and increase event participation. The client had not actively tapped into the digital space for their event promotions previously, and was in need of measureable results soon.



SOLUTIONS OFFERED

- PPC ads campaign with powerful messaging
- Social Media Campaigns - Facebook, LinkedIn, Twitter Advertising
- Targeted Email campaigns to C-level executives and decision makers
- Custom Mobile Campaigns



BUSINESS BENEFITS

Social media monitoring and ad campaigns helped to generate greater registrations

9,362 clicks, 544,939 reach, 9,708 total action taken and 1,312,254 total impressions on Facebook alone

3,241,835 impressions and 256 clicks on LinkedIn and membership into 15+ LinkedIn groups

Text Campaign:-
Total Clicks - 109
Impression - 10,963
Cost - \$154.16

Display campaign:-
Total Clicks - 296
Impression - 208,589
Cost - \$308.45