

Multi-Sport Tournament



CASE STUDY

OVERVIEW

Midwest Marketing organized organic social media content and paid advertising efforts for a local multi-sport tournament to encourage engagement, brand awareness, and attendance.

CHALLENGE

The board members needed a team of dedicated marketing professionals to manage their digital marketing strategy, online presence, and their 9.8k Facebook followers. With 89% of engagements coming from the page's organic traffic alone, motivating this audience to like, share, comment, and attend was crucial to the event's success.

PROCESS

With the client's goal being to increase the number of event attendees, Midwest Marketing crafted a social media content calendar and an advertising campaign through Meta to build awareness and boost engagement. **Midwest Marketing managed their account for two months leading up to and during the event.**

RESULTS

1.26M
Content Views

311K
People Reached

79.7K
Page Visits

16.2K
Content Interactions
(Likes, Comments, & Shares)

1.6K
New Followers



**MIDWEST
MARKETING**

MOVING IDEAS FORWARD, TOGETHER.