

# SOCIAL MEDIA ADVERTISING

## Generating Revenue with Social Media

An Interior Design Boutique Trade Show approached Greenspring Media to attract interest and increase registration and attendance to their 3-day professional trade show.

### CHALLENGES

The 3-day exhibition was intended for designers, retailers, developers and architects (NOT consumers) to converge and exchange inspiration and drive for contemporary residential and commercial interiors. We had one month to promote the campaign and increase their registration numbers, but also needed to make sure we were hitting the exact right audience of professionals.

### SOLUTIONS

We created Facebook and Instagram campaigns targeting users who were Interior Designers, Architects, and Furniture Retailers. All ads were targeted to the state where the event was being held, as well some specific demographic targeting. We set up conversion tracking to track event registrations specifically generated by our Facebook and Instagram campaigns. Throughout the run, we evaluated registrations based on placements and made adjustments to maximize registrations.

### PERFORMANCE

The social media campaigns ran from July 20 to August 23, 2020. The campaigns delivered 1,558 clicks to the site and 301 total registrations during the run!

**TOTAL CLICKS**  
**1,558**

**CLICK-THROUGH RATE**  
**2.24%**

**TOTAL CONVERSIONS**  
**301**



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