

Black Hills Sports Show

– Case Study –

Overview

The Black Hills Sports Show is an annual outdoor expo that houses over 100 dealers and vendors along with entertaining yet educational family-friendly events. The Sports Show is a time for businesses to showcase their goods and services while promoting fun, outdoor activities in the Black Hills. The Black Hills Sports Show approached Midwest Marketing to help solicit additional vendors for their exhibit.

Challenge

The Black Hills Sports Show was finding it difficult to find enough vendors to rent out all available booth space. This was partially due to the absence of political candidates and multi-level marketing businesses.

Process

Our creative team designed a compelling flyer, which communicated the benefits of becoming a vendor along with other pertinent information such as directions on how organizations could reserve a booth online. The flyer was promptly posted to the Black Hills Sports Show's Facebook page. After a couple of days, the post was boosted to increase traffic. Over the next two months, the advertisement's organic and paid traffic was monitored; and it saw two additional boosts during its runtime.

RESULTS:



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LET'S WORK TOGETHER

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