

# Sports Show Convention

– Case Study –

## Overview

A local sports show convention houses over 100 dealers and vendors along with entertaining yet educational family-friendly events. The show is a time for businesses to showcase their goods and services while promoting fun, outdoor activities in the local area.

## Challenge

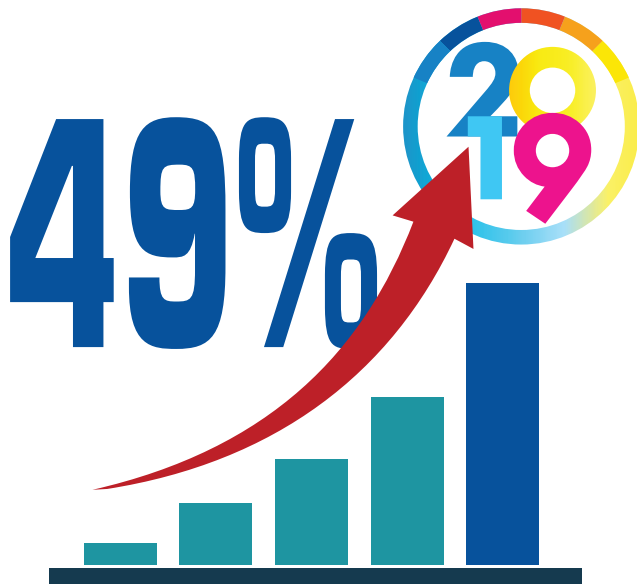
The sports show was finding it difficult to find enough vendors to rent out all available booth space. This was partially due to the absence of political candidates and multi-level marketing businesses.

## 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 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:

**34,959 Impressions** The Facebook post boost resulted in 4 new vendors for the sports show. To date, the overall post insights show 17,112 Post Reach 1,096 clicks.



**34,959**  
Impressions

**1,096**  
Clicks

**17,112**  
Post Reach

**4**  
New Vendors

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## LET'S WORK TOGETHER

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