

# Case Study

## How a Website Overhaul and Integrated Marketing Strategy Boosted Engagement by Nearly 500%

### Background

An established annual event sought to grow awareness and engagement by improving its online presence.

### Challenge

Modernize the event’s digital platforms to improve user experience, increase attendance, and unify marketing efforts under a single, measurable strategy.

### Approach

The project followed a multi-phase plan over time:

- **Phase One – Website Transformation**  
Benchmarks were established, proposals were sought, and a qualified partner was selected to design a mobile-optimized, intuitive site with streamlined navigation.  
**Results:** Website traffic increased by nearly 500%, with engagement levels sustained over time.
- **Phase Two – Integrated Marketing Strategy**  
Marketing efforts were consolidated with one partner to create an integrated plan including email, search advertising, social media, display ads, video, collateral, and partnerships.  
**Results:** Social media reach grew by over 400%, campaigns generated a significant increase in ticket sales, and year-over-year growth continued.

### Key Takeaways

- **Integration works:** Centralizing marketing creates efficiency and stronger results.
- **User experience matters:** Mobile-first, intuitive design drives engagement.
- **Data drives success:** Clear benchmarks enable measurement and proof of ROI.

*This summary provides a high-level overview of a major project and serves as an example only. Actual project details, scope, and deliverables would be tailored to meet the unique needs and goals of each client.*