



Festival of Marketing

10-11 Oct 18 | Tobacco Dock | London

**4 months
Campaign
Duration**



BRIEF

As the largest global event dedicated to brand marketers, Festival of Marketing reflects the very nature of the industry – seamlessly blending inspiration and practical application. Having previously worked with MCM Net on Marketing Week Masters, the team got in touch with a brief for a large-scale campaign designed to support ticket sales in the run up to the Festival of Marketing event in October. They were keen to understand what impact a high-level digital strategy could have on brand awareness, traffic, and conversions.

IMPLEMENTATION

MCM Net put together a multi-platform paid advertising campaign designed to roll out in 5 stages. Due to the long-term nature of the campaign, it was important to factor in enough content turnover to keep audiences interested and prevent ad fatigue. With this in mind, the team synchronised the campaign plan with the agenda release, headliner announcements, and final drive for ticket sales, creating custom designs and ad copy that would clearly convey the shift in gear at various points in the campaign. This strategic approach ensured that users were consistently engaged and prepped to convert by the time they began receiving the hard-sell ad content.

The team utilised Facebook, Instagram, LinkedIn, and Google Ads in driving towards a shared goal; the social channels drove awareness and traffic, while Google Ads employed tools like site-link extensions and automated countdowns to drive conversions.

RESULTS

As a whole, the Festival of Marketing campaign saw an 18% increase in delegates between 2017 and 2018. Of this total, MCM Net's paid advertising campaign directly contributed 32% of participants; this does not include the number of participants who may have discovered Festival of Marketing through the paid advertising campaign and converted through direct search.

18%

increase in delegates
increase in ticket sales

16%

increase in revenue

