



mci  
Building Community

# DIGITAL MARKETING RAISES OVER €20,000

## OVERVIEW

A long-standing international healthcare association, who were already active on social media, approached MCI for **digital marketing** ahead of its bi-annual conference in June 2017.

The client was aware of new trends and was looking for solutions to:

- ❖ increase the association presence and leverage their existing social media platform
- ❖ increase the number of participants
- ❖ adopt a fresh approach to e-commerce and delegate outreach

MCI was tasked to complete a website audit and offer a branding and e-commerce optimised solution. The next step was to utilise digital marketing and advertising to drive traffic to the website and convert them into attendees.

MCI proposed content rich e-mail marketing, digital advertising, online calendars and SEO to boost delegate interest and increase revenue.

## OPPORTUNITY

The brief gave MCI's digital marketing talents an opportunity to expand the delegate pool significantly, boost web traffic and grow both registrations and abstract submissions.

## SOLUTION

To refresh the brand, MCI optimised the organisation's website to ensure instant call to action, navigation flow and increase the conversion rate. This resulted in **4,600 unique visitors and 200 conversions**.

Across the marketing congress lifecycle, 11 targeted communication e-mailers were strategically circulated to delegates which increased engagement and awareness of the highlights ahead of the conference.

All digital marketing campaigns across social, web and e-mail were closely monitored to maximise potential and ensure optimal online exposure.

## RESULTS



**20%**

ABOVE AVERAGE  
E-MAIL OPEN RATE



**+ 25%**

NEW WEBSITE TRAFFIC



**1,063**

BEST ATTENDANCE IN  
SEVERAL YEARS



**+ 600,000**

VIEWS TO NEW DELEGATES



**Over €20,000**

FROM ADDITIONAL  
PARTICIPANTS

