

# MAXIMISING POTENTIAL BY ENSURING OPTIMAL ONLINE PRESENCE

International Healthcare Association



## PROJECT

Congress Management

## LOCATION

London, United Kingdom

## TARGET AUDIENCE

Healthcare professionals, association members

## SERVICES

Digital Marketing

## CHALLENGE

Being aware of the new trends, the association was looking for solutions to help them increase their existing social media presence, increase the number of registrations and to facilitate the adoption of a fresh approach to e-commerce and delegate outreach upon completing a full website audit.

## SOLUTION

Using content rich e-mail marketing, digital advertising, online calendars and SEO, the campaigns managed to expand significantly the delegate pool, boosted online traffic and grew both registrations and abstract submissions. Across the marketing congress lifecycle, targeted communication e-mailers were strategically circulated to delegates which increased engagement and awareness of the highlights ahead of the conference.

## RESULTS



**20%**

INCREASE IN EMAIL OPEN RATE



**25%**

NEW WEBSITE TRAFFIC



**+20,000 €**

REVENUE FROM ADDITIONAL PARTICIPANTS



**+600,000**

IMPRESSIONS TO NEW DELEGATES



**1,063**

PARTICIPANTS – HIGHEST ATTENDANCE IN YEARS