

Tracx Webinar – Case Study

The State of Social in 2017 – March 23, 2017



Campaign objective: To promote Tracx’s social media management platform to increase brand awareness and recall in conjunction with driving highly qualified, nurtured leads that convert into customers.

Target audience: Senior brand marketers from large companies (500+ employees) in North America.

Key campaign elements:

- Webinar (including live poll, content creation, marketing & speaker)
- Native article & supporting display advertising

Panel of Speakers:



Mia Vallo

VP, Digital Analytics
& Optimization



Jenifer Kern
CMO



Matt Owen
Global Social Media
Manager



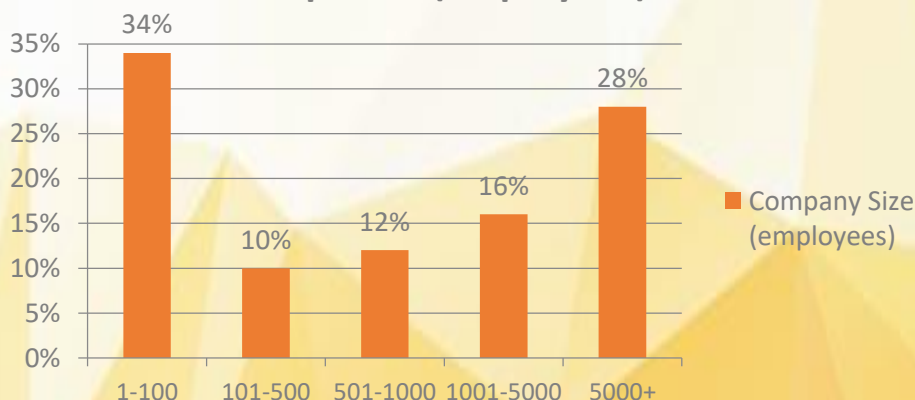
Andrew Warren-Payne
Senior Consultant



Results:

- Total registrants: **1,206**
- Within target audience: **333**
- Total live attendees: **627**
- Event duration: **70 min**
- Live duration: **57 min**
- Questions asked: **80**

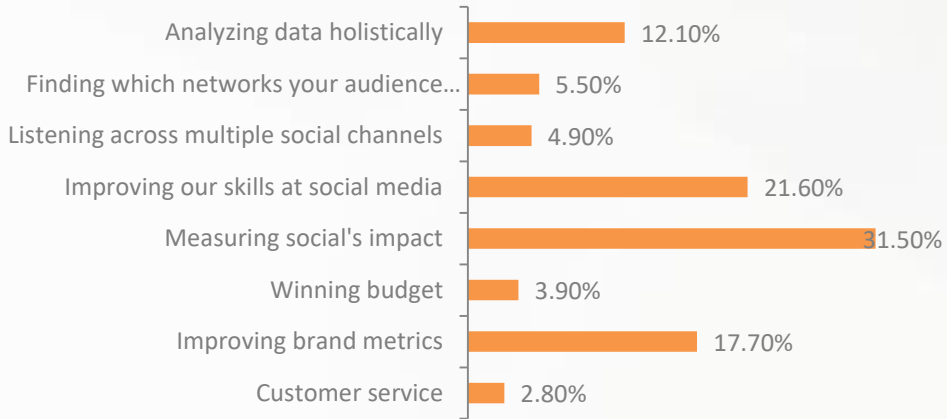
Audience profile (Employees)



Poll results:

What's your biggest social challenge for 2017?

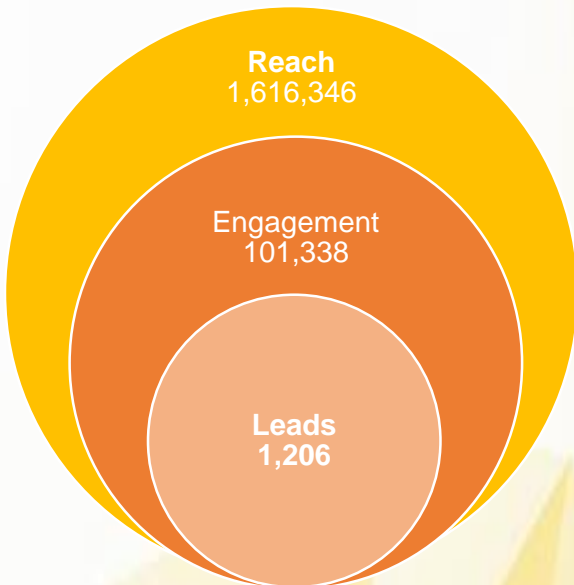
181 Total votes



The audience consisted of over 300 representatives from major enterprise level brands:



Total reach & engagement:



Promotion Channel	Reach	Engagement	Registrants
Emails	773,273	58,972	798
Hello Bar	521,189	6,791	260
Newsletter	209,845	34,788	83
Display Ad	110,006	69	27
Post Article	1,362	252	20
Social	671	466	18