

# CASE STUDY

# ENTERTAINMENT

Mixed Martial Arts Organization



Social



Email



PPC

## Objective

A mixed martial arts organization wanted to partner with a digital agency to help promote an upcoming event. G/O Digital's digital experts worked with the organization to develop a comprehensive digital solution, including Targeted Email Blasts as well as Facebook and pay-per-click advertising, to accomplish its goals.

## Client Goals

The client had three distinct goals in mind: to increase ticket sales to the upcoming event, promote merchandise and get more viewers to tune into the fight on TV and online.

## Solution

The G/O Digital team created a Targeted Email Blast that went out to more than 100,000 recipients, targeted based on their interest in mixed martial arts, boxing and related activities. With the same targeting goals in mind, G/O Digital also developed campaigns for both Facebook and paid search ads to expand the organization's reach among its ideal audience.

## Deadline

The team was up against a tight deadline for this campaign because the fight was less than two weeks away. The entire campaign was developed and executed within the deadline, and ran live for a total of four days.

## Execution

The fulfillment teams had just 48 hours from the time of the sale to go live with the client's campaign. Each team worked together to develop and execute the multi-faceted campaign within the timeframe.

## Now What?

As a result of G/O Digital's initiatives, the client was able to earn a higher return on their investment through increased ticket and merchandise sales as well as widespread viewership. The client was so happy with results they extended their initial contract to allow G/O Digital to promote another fight for the following month.

8,300+

Email opens

1,193

Clicks from Targeted Email Blast

109,800+

Paid search impressions in 4 days

