**Case Study: Sustained Digital Strategy Leads to Exponential Growth**

**THE CHALLENGE**

The North Carolina Seafood Festival sought to substantially increase their digital footprint and elevate their brand to attract more visitors and sponsors. Initially, they were working with a 3-month social media campaign strategy, which yielded 2.9 million impressions annually.

The challenge was to magnify this reach and create a year-round engagement that could translate into higher attendance and more substantial sponsorship deals.

**THE SOLUTION**

BG Digital Group crafted a comprehensive 12-month social media strategy tailored to the unique aspects of the festival and its audience. Our approach included:

* Content Diversification: We developed a diverse content calendar that showcased various facets of the festival, from local NC seafood to live entertainment.
* Community Engagement: Engagement tactics were enhanced to foster a sense of community, encouraging more interaction and sharing.
* Consistent Branding: We ensured consistent messaging and visual branding across all platforms to build a strong, recognizable brand identity.
* Influencer Partnerships: Collaborations with influencers and local celebrities helped to amplify our reach.
* Data-Driven Tactics: Utilizing analytics, we refined our strategy in real-time, responding to audience behaviors and trends.
* Sponsor Highlighting: We created attractive digital sponsorship packages and showcased current sponsors to attract new ones.

**THE RESULTS**

Implementing the 12-month strategy resulted in a colossal jump to more than 7 million yearly impressions. This 140.2% increase in digital impressions significantly exceeded the initial 3-month campaign results.

* Engaged Followers: Engagement rates soared, with a dedicated and growing following that actively participated in festival-related discussions and promotions.
* Sponsorship Attraction: The enhanced digital presence and solid engagement metrics captured the attention of larger sponsors, leading to more substantial and numerous sponsorship agreements.
* Audience Growth: The festival's audience base expanded beyond the local community, drawing interest from regional and national visitors.
* Event Attendance: With greater online visibility, the festival saw a notable increase in attendance, contributing to higher on-site sales and interactions.

**CONCLUSION**

The North Carolina Seafood Festival's collaboration with BG Digital Group illustrates the profound impact a dedicated, year-long digital marketing strategy can have on an event's success.

By transitioning from a short-term to a long-term approach, NCSF not only increased its digital impressions but also strengthened its community ties, enhanced sponsor relations, and ultimately, grew its festival attendance

Your festival could be the next success story. Connect with BG Digital Group to explore how a sustained digital marketing strategy can elevate your event.