

Holiday Pub Crawl Event

– Case Study –

Overview

A local restaurant and bar, which has been busy brewing since 1991, contacted Midwest Marketing to set up and run a social media campaign to encourage event responses.

Challenge

This dining establishment needed assistance with advertising its annual holiday pub crawl to locals who'd be interested in the event. Aside from getting their message in front of people, another challenge was persuading people to participate, which consisted of walking outside in the winter to visit all the bars that were taking part in the crawl.

Process

With the client's goal being to increase the number of event attendees, Midwest Marketing created a social media advertising campaign through Meta to build awareness, drum up excitement and engagement on the ad, and, most importantly, collect Facebook event responses.

RESULTS:



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