



TURNING AN OFFLINE EVENT INTO AN ONLINE SUCCESS



PageTrafficTM
GET NEW CUSTOMERS EVERYDAY!



SEARCH



SOCIAL



WEB



TiE Delhi is amongst the largest and most vibrant across the vast network of The Indus Entrepreneurs (TiE).



It is a mature platform that brings in serial entrepreneurs, start-ups, VC & angel investors, academia, and policy makers together. With the goal to foster entrepreneurship, TiE Delhi brings in multiple stakeholders together and plays the role of an ecosystem builder.



TiEcon is the largest professional & networking conference for entrepreneurs bringing the entrepreneurs from several industry verticals; be it Life Science, Technology, or Education together.

TiE Delhi organized TiEcon entrepreneurship gathering in Delhi in October 2013. Devising and implementing a successful digital media strategy was a challenge before the TiE Delhi team. PageTraffic was approached to run a digital marketing campaign for TiEcon Delhi 2013.



OBJECTIVE

The objective was to receive a high number of registrations & gain maximum visibility online. A right Digital Marketing Strategy was the key to the success of the event.



OBJECTIVES OF DIGITAL MARKETING CAMPAIGN:

- ★ Drive Delegates Registration
- ★ Create Buzz About the Event
- ★ Increase Awareness and Engagement



APPROACH

PageTraffic framed a three-step approach after consulting with TiEcon Delhi committee:

PRE EVENT



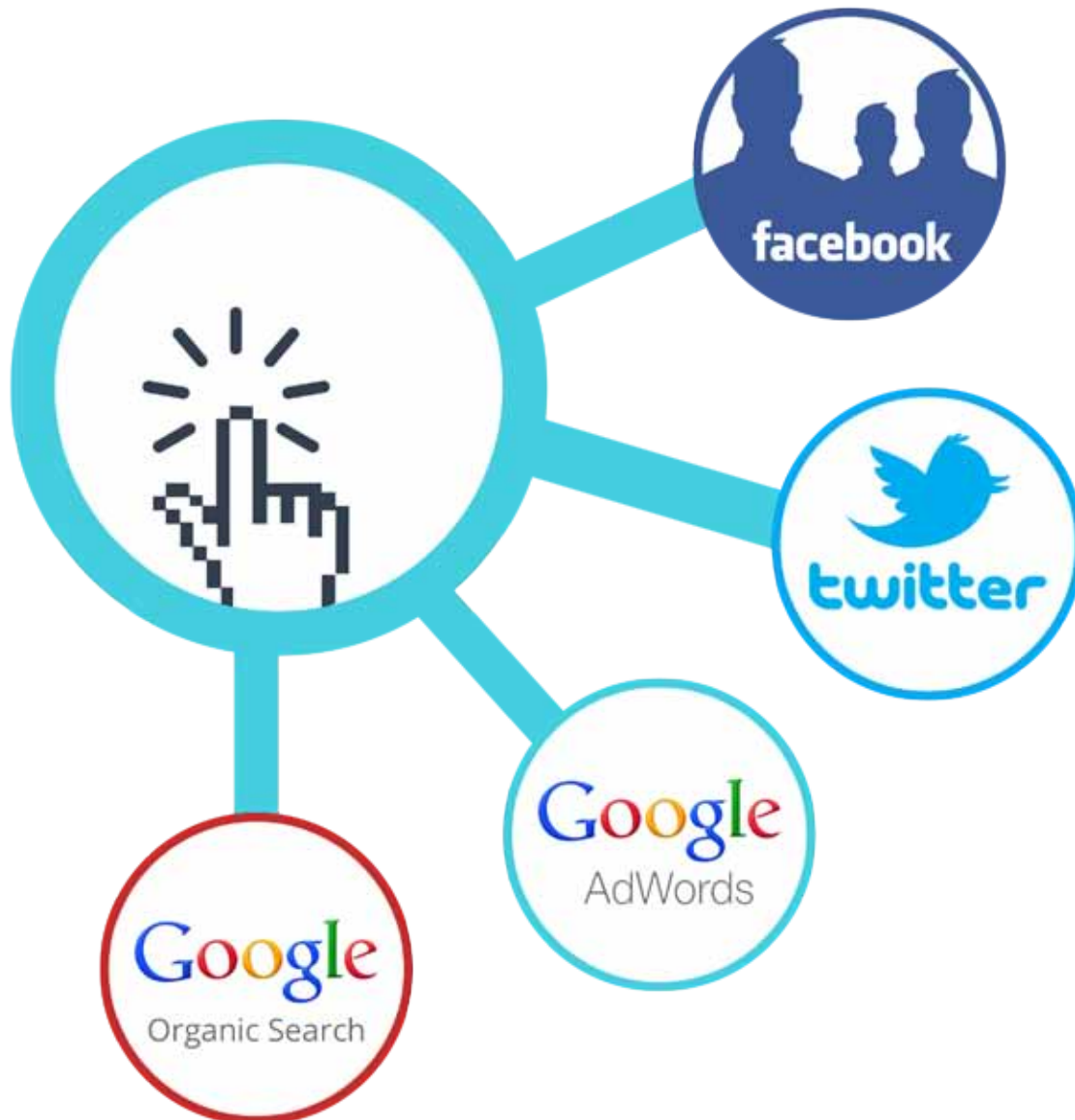
DURING EVENT



POST EVENT



KEY PLATFORMS CHOSEN



IMPLEMENTATION

After finalizing the digital marketing plan with TiEcon Delhi organizers, next came the implementation phase. PageTraffic started the campaign 6 weeks ahead of the event, as it was the right time to create maximum buzz about TieCon Delhi & drive registrations.



The first step taken towards Facebook marketing was to make necessary changes to the existing TieDelhi Facebook page. It was ensured that page had the look & feel of the event.



Pre-event Strategy

1 Designing an Editorial Calendar

To keep the activities streamlined, PageTraffic created an editorial calendar for promotion on Facebook. All the status updates, engagement activities and registration discounts were pre-determined & pre-scheduled over a period of time on Facebook.

2 Facebook Ads

Four categorizations of Facebook ads were done:

a) Facebook ads created to drive more people to register.

Register for TiEcon - 2013
tiecon-delhi.org Create Ad



Bigger than ever. Come listen to 20+ visionary speakers. Network with fellow entrepreneurs

Register for TiEcon - 2013
tiecon-delhi.org Create Ad




Be a part of India's biggest conference for entrepreneurs by participating in TIEcon 2013

- b) Sponsored post aimed at creating buzz & persuading the target audience to like & engage with TiE Delhi facebook page.
- c) News feed too served the purpose of driving more people to register for the events.

✓ News Feed

TiE Delhi

Be a part of India's biggest conference for entrepreneurs by participating in TiEcon 2013




Register for TiEcon - 2013
tiecon-delhi.org

Learn from celebrated achievers and business leaders!
Network with fellow entrepreneurs. participation from over 1000 delegates. Register today at <http://pt.gy/TIEcindel>
Hurry, limited seats only!

✓ News Feed

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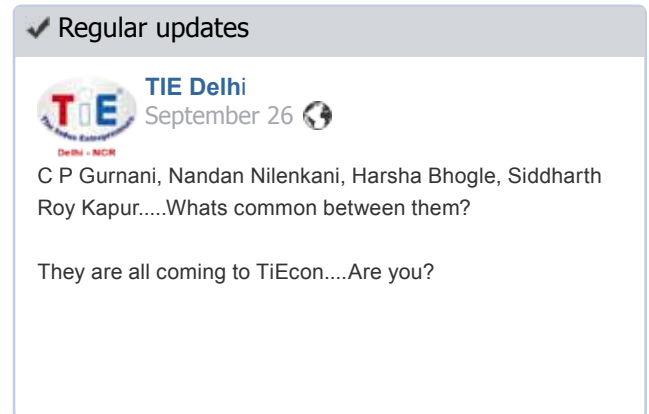
- d) A special campaign was run to target last year's delegates using the custom audience ads.

STRATEGY 1

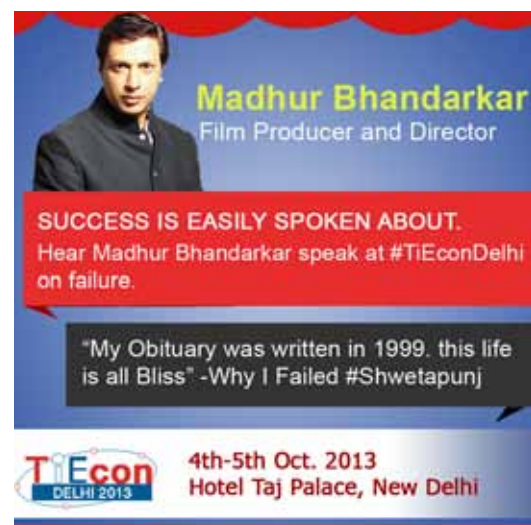
- a) Compelling Ad copies were created to drive more engagement on the TiE Delhi page. It resulted in more people registering for the event.
- b) Two registration ads were simultaneous carried out.
- c) One Ad was run as per the target audience to persuade them to like TiE Delhi page.
- d) Split testing was done to find out which ad was doing better on Facebook.

STRATEGY 2

- a) Upon consulting with TiE Delhi team, different set of updates were created. These pre-decided updates were pushed regularly. It was ensured that the activity is not overly done.
- b) TiEcon Delhi became more active on Facebook with regular updates & event details.



- c) Details about the speakers and upcoming TiEcon Delhi event were shared.



WHAT ELSE!

‘During the event’ pictures were uploaded on Facebook, which ensured constant engagement.

SOME QUICK TAKEAWAYS

TiEcon
DELHI 2013

4th - 5th Oct. 2013
Hotel Taj Palace, New Delhi

TiE
The Indus Entrepreneurs
Delhi - NCR

**INNOVATION
IN
ACTION**

CONNECT | COLLABORATE | SUCCEED

TOTAL FANS
14,938

Reach during the campaign
13,17,328.

PAGE CHECKLIST

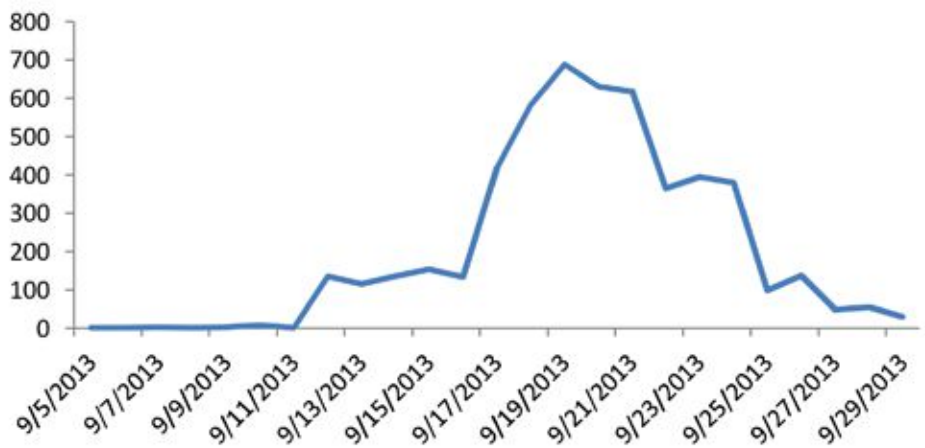
- ✓ Profile Photo
- ✓ About | Location
- ✓ Cover Photo
- ✓ Milestones
- ✓ Page Posts
- ✓ Fan Acquisition

FAN ACQUISITION

94.8

TIMES MORE DAILY
NEW PAGE LIKES
(COMPARED TO WEEK
BEFORE CAMPAIGN
START DATE)

■ Daily New Likes





1 TiE Delhi Twitter page was updated.



2 Regular Tweets about the event & speakers kept us active & talked-about on Twitter.

3 Pre-event, during event and post-event tweets were a great help in creating the buzz.

All of this resulted in key influencers tweeting about the event.

PRE EVENT ENGAGEMENT

DURING

POST EVENT ENGAGEMENT

PK @PKGulati 3 Oct
TiE the Knot pitches by some interesting startups at #TiEConDelhi TiECon Delhi 2013 (Taj Palace Hotel)
<http://4sq.com/1bvgZTs>

Vishal Chalana @vishal_chalana 4 Oct
Awesome listening to @mbhandarkar268 in #tiecondelhi always feel inspired when i meet entrepreneurs.

Harsha Bhogle @bhogleharsha 5 Oct
thanks @jalajboy Hosting the morning sessions - @bhogleharsha left the audience dazzled, much like @msdhoni 17 ball knock. #TiEConDelhi

TiE Delhi-NCR @TiEDelhi 1 Oct
2013 TiE-Aspire Young Achiever Awardees to inspire entrepreneurs!
<http://CoolAvenues.com>
<http://fb.me/2K5LjV3cs>

Harsha Bhogle @bhogleharsha 5 Oct
spent the morning with a really lovely audience at #TiEConDelhi. always feel inspired when i meet entrepreneurs.

TiE Delhi-NCR @TiEDelhi 5 Oct
@bhogleharsha Thanks for the delightful session Harsha. You enthralled the audience. It was a pleasure having you here. #TiEConDelhi.

The Google AdWords campaign brought TiE Delhi a good amount of engagement & registrations. As per the plan, AdWords promotion was started 3 weeks prior to the event.



- 1 Google AdWords was used extensively.
- 2 Ads were run on Google networks/display networks.
- 3 For display networks ads, audience was decided on the basis of topics & their interest areas.
- 4 Around 100 websites were chosen to run ads.



MEASURING SUCCESS

TiEcon Delhi received an overwhelming response and a growth of 25% in the number of attendees than the last event held.

The event with a No-digital media marketing strategy turned out as a surprisingly successful event that not only received a lot of engagement but also high registrations, attendees and social media attention.



“ Working with PageTraffic has been a pleasure. The work done by PageTraffic team and their understanding of digital marketing landscape helped expand our outreach for TiEcon Delhi 2013 manifold.

The support offered by PageTraffic has been invaluable in creating a buzz, spreading the word about the conference and helping us get more delegates. ”



Geetika Dayal

Executive Director
TiE Delhi-NCR



About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 2000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



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