

Case Study: Go City Social



 Impressions: 1,512

 Emails captured: 245

 Conversion: 16.2%



The Business

Tammie Figlinski is a social media consultant operating as [Go City Social](#). Her Company offers social media marketing, management and advertising services to both local and national brands. Her clients range from a local winery to a destination wedding company. Tammie uses Heyo to build contest and lead generation pages that get more leads for her clients.

The Campaign

Tammie's client, LuvFilms, was exhibiting at a bridal show and wanted a way to capture leads before, during, and after the show. Tammie used Heyo to build out the landing page and promoted the campaign via email, social media, and targeted ads. The LuvFilms staff then used iPads to get more entrants signed up during the event. With 1,512 impressions and 245 new leads in a highly targeted segment, the campaign was a huge success.

“Using Heyo allowed me to quickly create an attractive, landing page that converted really well. I then had more time to help my client market the campaign so that we could make it a real success.” – Tammie Figlinski, Owner at Go City Social

09 19 09 33
Days Hours Minutes Seconds

DESTINATION
Wedding
Photography Like (2.7K)

Luv Destination Weddings
from LuvFilms

SAVE \$1,000.00!
Yes! I want to SAVE \$1,000 on my Wedding Package at LuvFilms! Offer ends soon!

First Name

Last Name

Email

Mobile Number

Yes! I'm interested

Devrey & Derek
A Destination Wedding Film
Endless Love
Lovin You in the Streets...Playa Del Carmen
Luvfilms
Always Inspired Never Ordinary
ARTEVELAS

Endless Love
films photo travel

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