Case Study: Go City Social



Impressions: 1,512



Emails captured: 245



Conversion: 16.2%



The Business

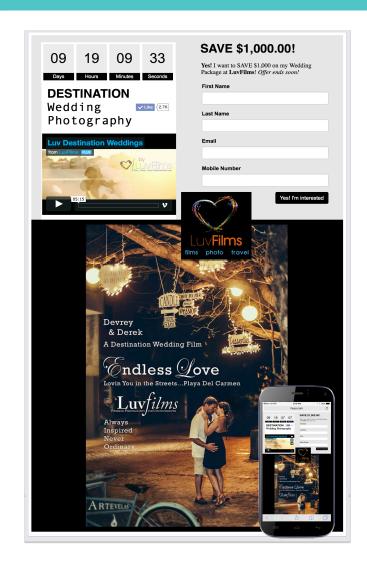
Tammie Figlinski is a social media consultant operating as Go City Social. Her Company offers social media marketing, management and advertising services to both local and national brands. Her clients range from a local winery to a destination wedding

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



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