

# Case Study

## Goal

Increasing Conference Registrations for a Healthcare-Focused Trade Association

## Marketing Strategy

Targeted digital advertising (Google Ads, Meta (Facebook) Ads, and LinkedIn Ads)

## Analysis

Phoenix Rising Consulting's digital advertising strategy was successful in achieving the client's goal of increasing registration over a two-year period at several of their annual conferences. PRC's formula for success was based on the following principles:

- Targeted audience: The ads were targeted to professionals interested in the association's cause. This was done by using keywords, demographics, and interests to reach the right audience.
- Relevant content: The ads were created with relevant content that would appeal to the target audience. This included using eye-catching images, clear messaging, and a distinct call to action.
- A/B testing: The ads were A/B tested to determine which creative and targeting options were most effective. This allowed Phoenix Rising Consulting to optimize the campaign and get the best results..

## Conclusion

This case study successfully demonstrates the power of targeted digital advertising. These results show that targeted digital advertising can be an effective way to reach new customers and achieve marketing goals.