Achieving 55M+ & 74K+ Reach Interactions for India's Biggest Wellness Conclave Since 2019

Challenges



Difficulty reaching and connecting with the target audience



Managing cross-platform consistency



Need for fresh, tailored strategies for each edition



Converting digital traffic into qualified leads



Engaging a diverse, growing audience over the years



Ensuring real-time social media coverage at the event

Strategy

In-depth analysis of past event performance

Fresh, tailored strategies fitting the theme of each edition

Leveraging multiple platforms to enhance event awareness and reach

Multi-phase marketing approach for before, during and after the event

Solutions



Comprehensive

management of all social media handles

Created and posted engaging multimedia content and interactive stories



Implemented targeted ad campaigns to drive event registrations and Awards nominations

Automated email and WhatsApp marketing for lead nurturing ((n)) LIVE

Covered the events live on social media, providing real-time updates



Managed the execution of T.H.E Awards end-to-end

Provided responsive support for audience enquiries

Outcomes

5M+ Accounts Reached

74K+ Clicks & Conversations

43K Social Media Profile Visits

33K+ New Followers Gained

671 Qualified Event Registrations

285 Qualified Award Nominations

Results

Our partnership with the Radiant Wellness Conclave achieved spectacular results, amplifying the event's digital reach to millions and driving a surge in interactions and registrations.

Ready to see what the power of digital marketing can do for your next event? Boost visibility, engagement and registrations with Bunjy's expertise - reach out to us today!