

Digital Marketing Campaign Boosts Audience Reach & Attendees of Virtual Congress

Digital Marketing Campaign for a Virtual Congress 2020

Client

Leading Medical Professional Association

Target Audience

Healthcare Professionals

Services

- Digital Advertising and Pay Per Click
- GDPR Database Expansion
- Social Media Management
- Website Creation and Management
- Brand Experience
- Content Strategy & Management

MCI Expertise



Digital & Virtual



Marketing & Communication



Results



14M
Views



20%
Registrations



19K
Website Visits



40-60%
Email Open Rate

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Challenge

A leading international congress expecting to gather **10,000 participants** and due to take place in June 2020 had to rethink its strategy when the pandemic was announced.

The association, in the Healthcare field, quickly **transformed their strategy** with the support of MCI to virtual. This transformation enabled the association to meet its commitment to delivering educational content and bring the world congress into the homes of attendees.

This leap meant an **entirely new digital marketing strategy** had to be developed and implemented almost overnight.

Solution

A digital marketing campaign to expand and capture a new audience was developed. This transformation involved creating an enhanced target audience strategy and a new website layout and branding, new marketing collateral for e-mailers, digital advertisements and social posts.

The campaign addressed multiple aspects from launching the new online learning platform used for the virtual congress and educating the audience, to retaining existing registered participants from the physical meeting and driving new registrations.

During the **6-week campaign period**, the virtual congress digital advertisements were seen **14 million times** and generated **19,000 website visits**. These results represented a **50% increase** on that of the previous physical congress website traffic.

The e-mailer campaign generated more than **46% of total website traffic**, and the e-mailer announcing the launch of the virtual event website saw an impressive **60% open rate**. **The campaign contributed to 20% of registrations, which is quadruple of the industry rate.**

