

MAIN HILL MEDIA AT THE UNIVERSITY OF ARKANSAS

Social Media Campaign: Event Promotion

Campaign Description

For this campaign, we promoted our audience engagement event and showcased some of the incredible things the Main Hill social media team can accomplish. We focused our efforts on Instagram because that's where a majority of our potential clients follow us.

Because this was our first ever event, our goal was to drive at least five people to attend. We posted several different types of content and made sure to include a video because we know those typically spark the most engagement. We scheduled the content strategically during the two weeks leading up to the event. We had eight potential clients attend the event, and two others inquired about our services, so we feel this campaign was successful.


**To watch the videos in
this presentation, scan the
QR code below:**



Announcement Post




 mainhillmedia ⋮

 mainhillmedia Calling all local businesses: Join us for our "Synergy Summit" event on November 9 to learn what college students REALLY want to see on social media. Our incredible influencers will share their best tips, and you'll have a chance to WIN an advertising package valued at almost \$1,000.

Any local businesses are welcome to attend. The event will be at Kimpel Hall in the reading room. Please RSVP with the link in our bio and email mhdir@uark.edu with any questions.

[#mainhillmedia](#) [#advertising](#) [#arkansas](#) [#event](#) [#promotions](#) [#studentmedia](#)

4w

 kailacaligur Yay!! Can't wait to see everyone there! ♡

4w Reply


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   🔖

 Liked by [janwicks](#) and 20 others

October 31

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Post Insights



October 31 at 7:05 AM

 21

 1

 3

 1

Overview ⓘ

Accounts reached 197

Accounts engaged 23

Profile activity 5

Reach ⓘ

197
Accounts reached

178
Followers



19
Non-Followers

Story Graphic

MAIN HILL MEDIA PRESENTS

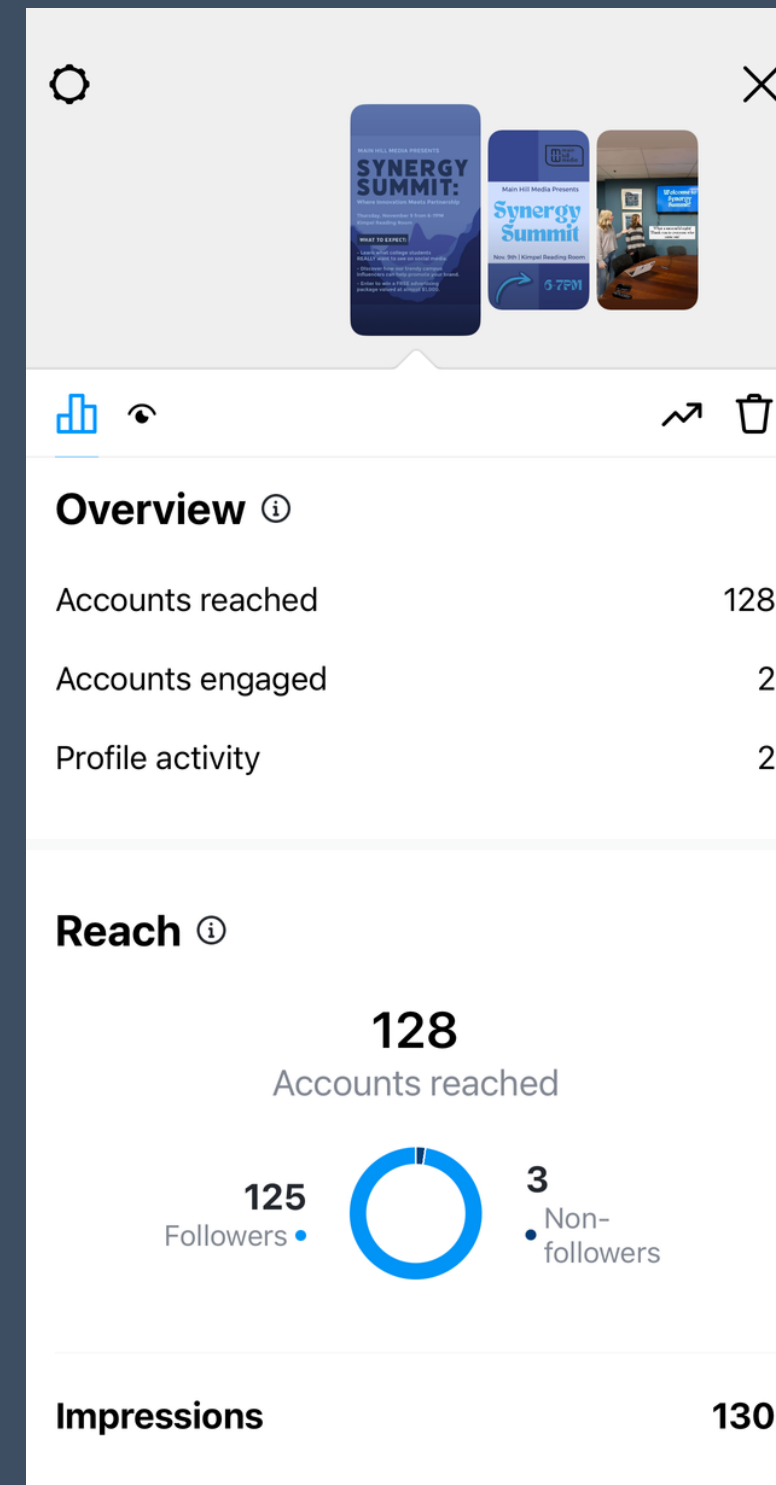
SYNERGY SUMMIT:

Where Innovation Meets Partnership

Thursday, November 9 from 6-7PM
Kimpel Reading Room

WHAT TO EXPECT:


- Learn what college students REALLY want to see on social media.
- Discover how our trendy campus influencers can help promote your brand.
- Enter to win a FREE advertising package valued at almost \$1,000.



Instagram Reel



< Reel insights



It is officially the week of our "Synergy Sum..."
mainhillmedia · Original audio
November 7 · Duration 0:16

1007 36 1 3 0


Overview ⓘ

Accounts reached	563
Reel interactions	40

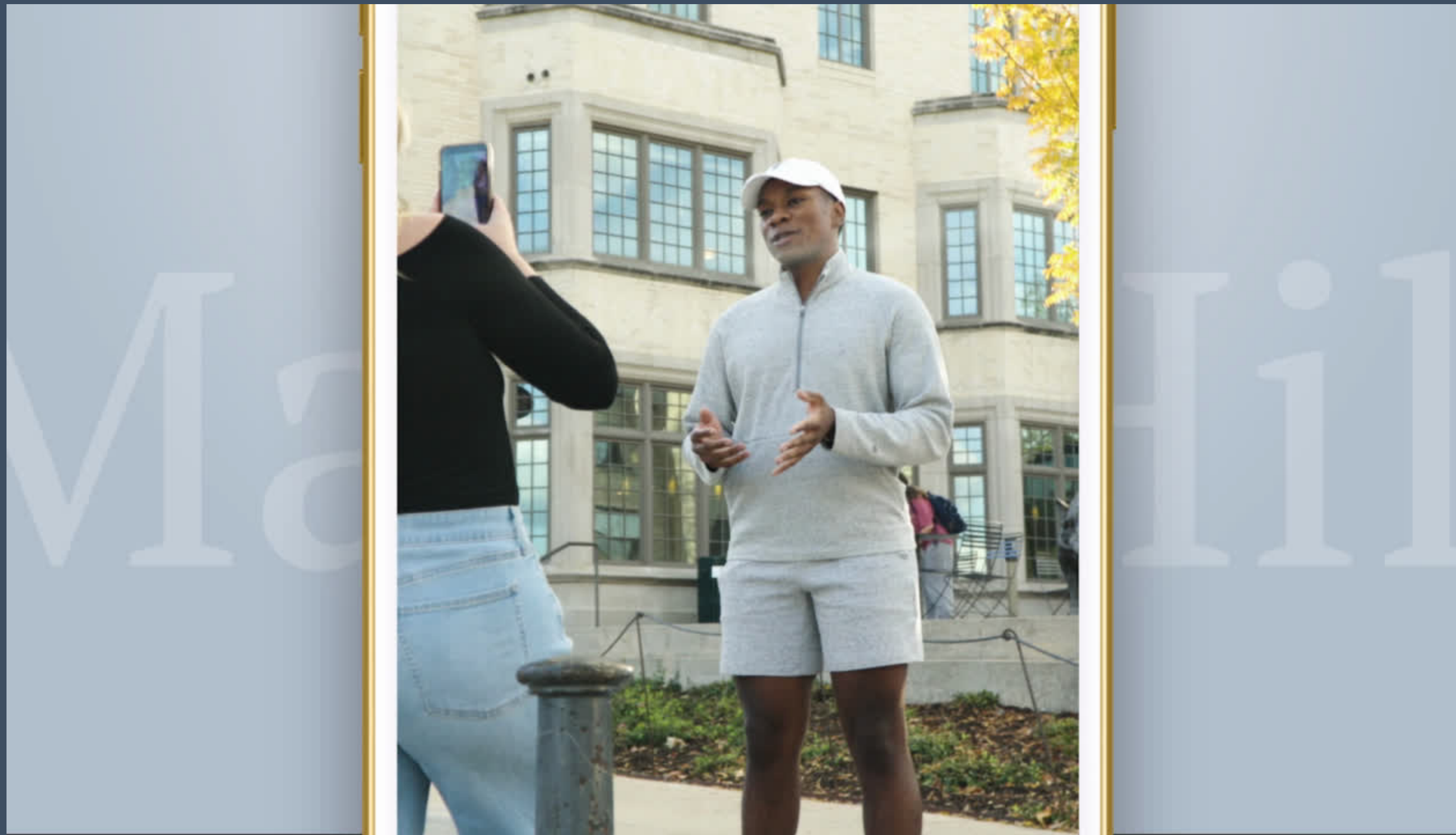
Reach ⓘ

563
Accounts reached

265 Followers • 298 Non-followers



Promotional Video Post



Reel insights

Interested in our innovative campus influenc...

mainhillmedia · Original audio
November 8 · Duration 0:34

2439 49 0 17 1

This is one of your best reels in the last 30 days. It reached 1,238 non-followers. Create more reels like this.

Overview

Accounts reached	1,520
Reel interactions	67

Reach

1,520
Accounts reached

282 Followers • 1,238 Non-followers

In Conclusion

As predicted, the video sparked the most engagement out of all of the content and reached 1,238 non-followers. We are planning to do a similar event in the future, so we will definitely create a similar video to catch potential clients' eyes.