



**Requirement:** To help promote a training and networking evening hosted by Broadcast Ready (15 January)

**Outcomes:** 4 “sign ups” on day e-blast released. Event sold-out with wait list.

**COST:** £75 (+vat)

**Per click:** £0.77

**Per impression/view (total 7820):** £0.009

- Women in the City e-blast resulted in 65 clicks to more information
- Website post viewed 21 times

- Twitter activity
  - 4199 impressions
  - 147 engagements
  - 33 clicks
- 2 tweets ranked as #1 and #2 of Women in the City’s Tweets in period



**BROADCAST  
READY.CO.UK**  
Expert Evening 15 January

Website banner 2621 impressions

## WIC Promotion Case Study

Broadcast Ready E-blast | Post | Twitter  
23 December 2014 – 15 January 2015

**NOTE:** over the Christmas/New Year holiday period

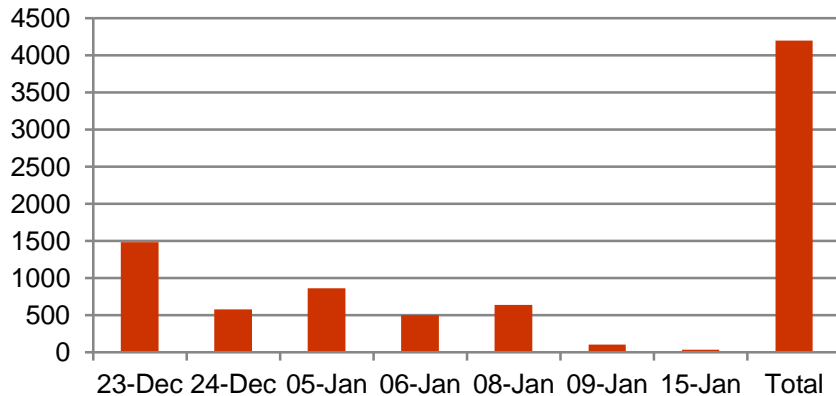


# Twitter activity

## 4199 impressions | 33 clicks



### impressions



Source: Twitter

23 Dec Tweets resulted in Re-tweet reach of 2638

Source: SumAll

The following 2 tweets were ranked as the #1 and #2 most clicked of those issued by Women in the City in the period.

**10 CLICKS** (Jan 8)  
*"Only 1 in 4 on the news ...."*

**8 CLICKS to the WHAT**(Jan 9)  
*"Help @kerryhopkins ..."*

Source: Hootsuite

**13 Tweets in promotional period resulted in**

- 33 URL Clicks
- 70 detailed expands

Source: Twitter

# + E-blast and Post engagement above industry norms



- E-blast sent 23 December to 4000 on database
  - 96% delivered
  - 26% opened
  - 11% click-through

**Outcome:** 65 clicks

- Visits to post
  - 21

