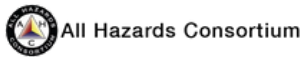


Case Study Virtual Workshop

Increased Conversions at a Reduced Event Cost

At a glance

The **All Hazards Consortium (AHC)** is a non-profit organization that brings together public and private sector stakeholders to address and mitigate all hazards facing communities across the United States.



Key Metrics

Our success with AHC demonstrates the power of online marketing for small businesses seeking to expand their online presence. A tailored strategy highlighting brand personality & values attracts new followers, increases engagement & drives revenue.

 **300%**
Increase in client conversions

 **96%**
Lower event cost for AHC

 **Tier 1 MARKETING SOLUTIONS**

At the end of the day, the ultimate goal of online brand marketing is to drive revenue for your organization.

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CHALLENGES

AHC coordinates public and private resources to enhance the nation's hazard response. Amid the COVID-19 pandemic, AHC recognized the importance of establishing a strong presence in the Disaster Response Community. **They faced challenges such as limited resources, technical difficulties, and limited attendance due to the ongoing pandemic and competition from other virtual events.**

SOLUTIONS

The AHC overcame limited resources and technical difficulties in their virtual event by partnering with other organizations, collaborating with subject matter experts, and implementing robust marketing strategies.



Strategic Partnerships



Collaborative Planning



Robust Marketing & Support

BENEFITS

1 Increased Conversions and Reduced Event Cost

Strategic Partnerships & Collaborative Planning: Our team will help you to achieve a **significant increase in client conversions and a dramatic reduction** in event cost.

2 Increased Audience Reach and Engagement

Virtual Workshop Success: **17% registration rate and a 70% replay watch rate.** Tier1 Marketing Solutions' robust marketing campaign helped the workshop reach a broad audience.

3 Valuable Insights and Practical Knowledge

Access to Resources and Networking Opportunities: **Positive Feedback from Attendees.** Our team will work with you to achieve your revenue goals through outstanding brand strategy.

Read Full Case Study @ tier1marketingsolution.com/case-study-virtual-workshop