



Case Study Virtual Summit

Five times the exposure for less than the security deposit of an on-site event

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.

 **550%**
Audience Growth over 18 months

 **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. **Obstacles like social distancing and liabilities prevented a live event in fall 2021. Venue requirements proved untenable given the uncertainty of business travel.**

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

- Increased Brand Awareness and Thought Leadership**
Summit Funnel & Follow-Up Automation: **Increased audience email list open rate by 200%**. We'll help you increase your reach, and build a strong community around your brand.
- Lead Generation and New Business Opportunities**
Lead generation for attendees: **Added over 3,200 new registrants over 3 years**. We'll help you develop a online brand strategy that ensures that you stand out from the competition.
- Cost-effective Marketing**
5x Exposure at 1/10 the cost: **The entire summit cost less than the deposit of an on-site event**. Our team will work with you to achieve your revenue goals through outstanding brand strategy.

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