



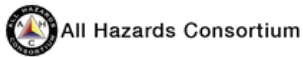
# Case Study

## Webinar Discussion Series

Maximize Your Reach with a Discussion Webinar Series

### 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.



**350%**

Audience Growth over 18 months



**130%**

Increase in Qualified Leads



AT THE END OF THE DAY, THE ULTIMATE GOAL OF ONLINE BRAND MARKETING IS TO DRIVE REVENUE FOR YOUR ORGANIZATION.



abel.macias@tier1marketingsolution.com



[www.tier1marketingsolution.com](http://www.tier1marketingsolution.com)

### CHALLENGES



AHC's mission is to enhance the nation's ability to prepare for, respond to, and recover from all hazards by promoting coordination between public and private sector resources. Despite their efforts, AHC struggled to gain traction on traditional online media. **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

#### Audience Growth

Panel Funnel & Follow-Up automation: **Increased audience email list open rate by 200%**. We specialize in helping organizations grow their online brand audience.

2

#### Increased Brand Awareness

Lead generation for attendees: **Added over 1,000 new registrants first 18 months**. We'll help you stand out from the competition.

3

#### Increased Revenue

Lead generation for sales: **Increase leads by 130% in nine months**. Our team will work with you to create an online brand strategy that helps you achieve your revenue goals.

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