

DIBELLA ENTERTAINMENT

Driving huge visibility on a small budget



CHALLENGE



With only four weeks left before DiBella Entertainment's big fight, CHARGE was brought in to drive awareness and ticket sales for a boxing event in Cleveland, Ohio in November 2017. DiBella needed to do a lot with a small budget, so they hired CHARGE to create a paid social media strategy.

TACTICS

- ▶ SOCIAL MEDIA STRATEGY
- ▶ PAID SOCIAL MEDIA
- ▶ AUDIENCE TARGETING
- ▶ REAL-TIME AD TESTING
- ▶ CONTENT CREATION

RESULTS



Generated significant local-area awareness: A portion of the campaign was awareness-driven, focused on getting the word out with area social media users. CHARGE drove more than 300,000 impressions for DiBella, creating a much wider audience for their marketing messages.



Dramatically increased traffic and clicks:

CHARGE's social ads drove nearly 7,000 clicks from a hyper-targeted audience on an advertising budget of only \$2,000. This was done by careful ad monitoring and adjustment, editing messaging and art in real-time throughout the campaign. Additionally, CHARGE increased DiBella's website traffic by almost sevenfold, helping create brand impressions for future events as well.