



## How We Drove Trial Sign-Ups for PGI from Social Media

### Here's what they wanted:

#### 1 Visibility.

Create an engaging campaign that will increase reach and visibility.

#### 2 Traffic.

Drive traffic to landing pages and increase trial sign-ups.

### Here was the plan:

We created an engaging social campaign that took a different approach to meetings: humorous pain points. The theme was "Kick the Habit." We created special graphics for our posts for all social channels. Our copy was light, funny and relatable. We wanted people to sign-up to kick the habit of bad meetings. It worked!



### And here's how it went:

#### 1 Engagement.

We received about 5,000 clicks during the duration of the campaign.

#### 2 Budget.

We kept an average CPC at \$0.20.

#### 3 Awareness.

The campaign drove new awareness for PGI's products and new trial sign-ups at a profitable cost.

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