

Project Overview

Business Name	Eventura Marketing Solutions
Client Name	Samantha Pierce
Social Security Number (SSN)	234-56-7890
Project Category	Video Event Promotion
Client Status	Active
Social Media Platform	Instagram
Social Media Username	eventura_events
Password	Ev3ntuRa!2024

Client Brief

Eventura Marketing Solutions has been tasked with promoting an upcoming video event for Eventura, a renowned event management company specializing in immersive corporate and social experiences. The main objective is to generate buzz and drive online registrations for their annual flagship showcase, which will be conducted as a virtual livestream. The target audience includes business owners, event planners, and creative professionals seeking innovative event solutions post-pandemic. The campaign should communicate the unique value proposition of Eventura's hybrid event capabilities, highlighting their expertise in combining engaging in-person and virtual components. In preparation, we must develop a cohesive visual identity for all promotional materials reflecting the energetic and modern spirit of Eventura. The event will feature keynote speakers, interactive networking sessions, and a live Q&A with the production team, all of which should be emphasized in the content strategy. Promotion will focus on Instagram, leveraging both organic posts and targeted ads, supported by a branded hashtag campaign to encourage user-generated content. Additionally, a short-form video teaser should be produced to showcase behind-the-scenes footage and testimonials from

previous clients. The client expects weekly progress reports, real-time analytics tracking ROI, and creative input on audience engagement incentives such as giveaways or exclusive access codes. The success of the marketing effort will be measured by registration numbers, engagement rates, and post-event survey feedback. The campaign is scheduled to run over the next eight weeks, with the event going live in week seven. Deadline adherence, originality, and adaptability to audience feedback are considered essential to the project's success.