



Radio Station Case Study

Background:

B92.5 FM is a country station in Sacramento, CA that hosted a meet and greet with Craig Wayne Boyde on May 3rd, 2015. B92.5 partnered with Snapifeye to amplify the station's social media.



Activation:

Fans got their photo's taken with Craig Wayne Boyde and they were posted to B92.5 FM's Facebook page via Snapifeye. With Snapifeye B92.5FM was able to capture an email address from each fan and collect marketing opt-in as well as a photo waiver.

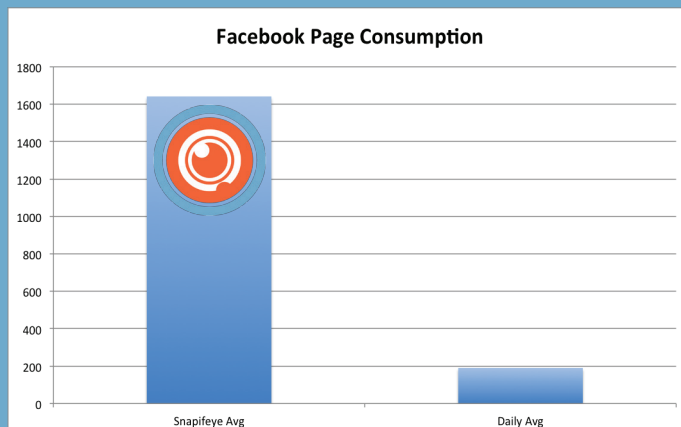
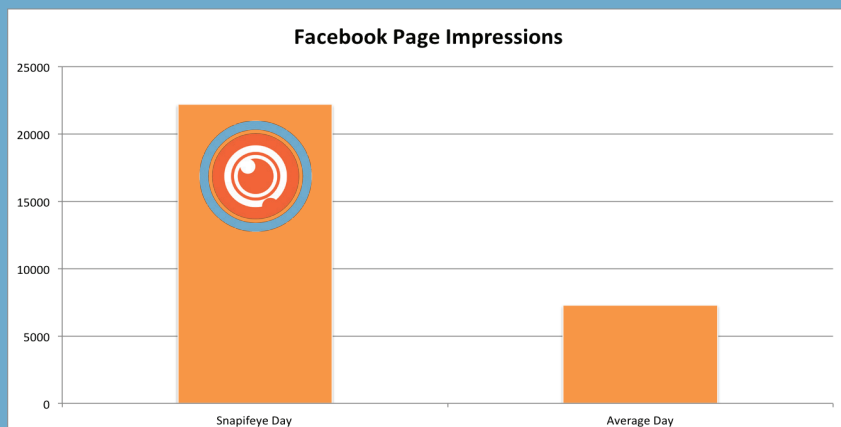
58 Emails Collected

Results:

305% Increase in Impressions

863% Increase in Consumption

Sponsor branding on all photos



Snapifeye.com

CONTACT US

Interactive Promotion Powered by Snapifeye