

Case Study

Clarion Events |

Lancaster Insurance Classic Motor Show



Overall Campaign Results

Clicks: > 26,400

Impressions: 1.5 million

Visitor Registrations: > 4,200

The Lancaster Insurance Classic Motor Show is an event that brings together a great array of classic car and motorcycle clubs along with their iconic classic and vintage cars and motorbikes.

Tag Digital worked closely with Clarion Events to support them to reach their objective – to deliver visitor registrations for the Lancaster Insurance Classic Motor Show.

The Objectives:

- To deliver visitor ticket purchases.

The Approach:

- A multi-channel approach to the campaign, using Google Search and remarketing, YouTube, Facebook and Instagram.
- The campaign was set up targeting users at all stages of the marketing funnel.

Google:

- Based on the different user intent, the keywords in the campaigns were split into Brand, Bottom of the funnel (BoF), Middle of the Funnel (MoF) and Remarketing lists for search ads (RLSA).
- Used Smart Bidding techniques across the campaigns including Target Cost-per-acquisition (CPA) and Impression Share.

- As a result, the campaigns dominated the top of the Google Search page for the brand terms
- Entered the auctions that are most likely to convert for the other search activities which led to lower CPA in prospecting campaigns compared with brand campaigns.

Google and YouTube Results

Clicks: > 16,000

Impressions: > 303,500

Visitor Registrations: > 2,900

Facebook & Instagram

The social campaign went live for 5.5 weeks.

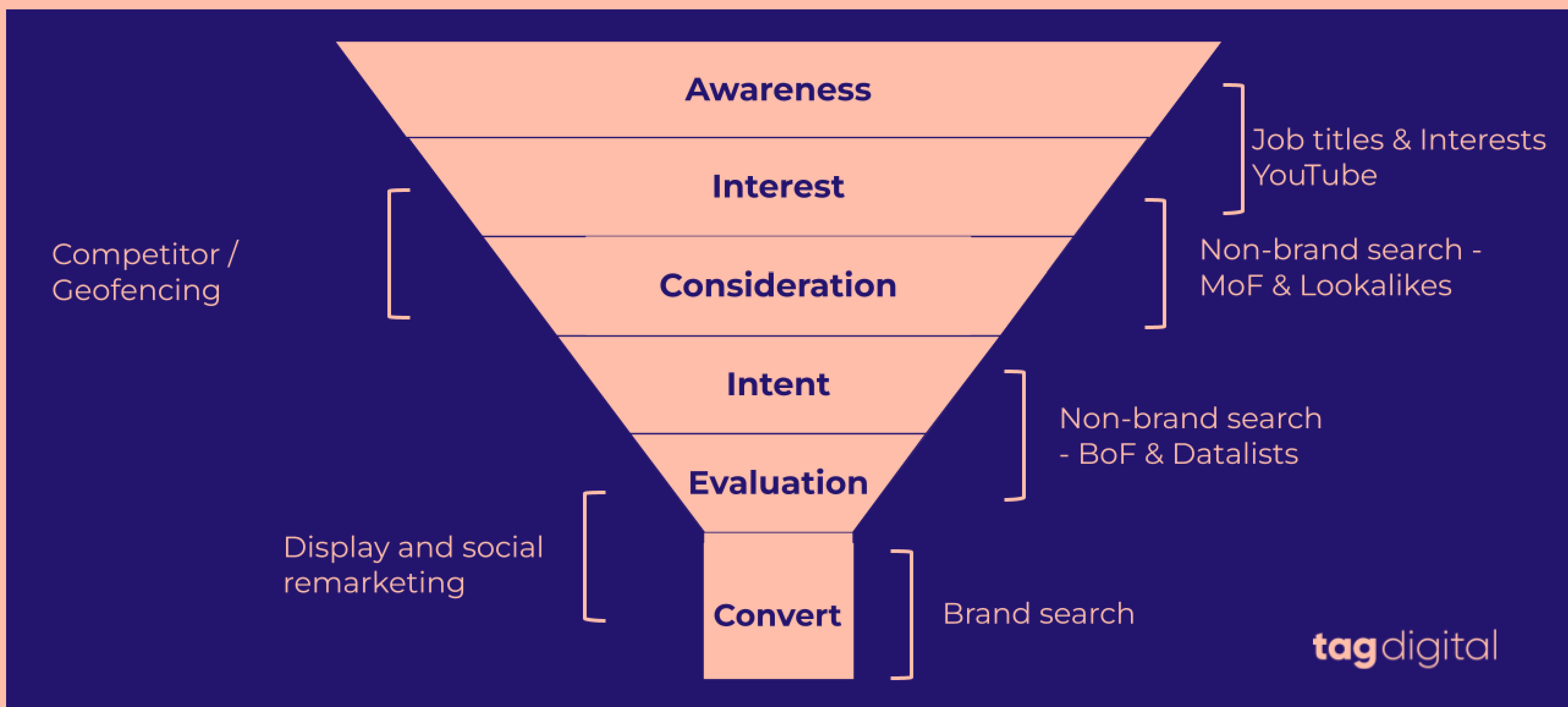
- The campaign structure was kept as simple as possible, with messages resonating perfectly with the target audience.
- Different types of creatives including; video, single image, carousel ads were utilised across the social channels.

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Facebook & Instagram...

- Each placement across Instagram and Facebook utilised all stages of the marketing funnel to reach both new and existing users.

The Marketing Funnel



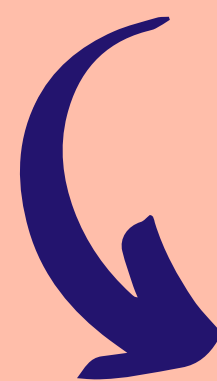
- Bottom of Funnel (BoF) contained remarketing audiences, which consisted of people who were engaged with the Classic Motor Show Facebook and Instagram pages
- Middle of Funnel (MoF) contained lookalike audiences.
- Top of Funnel (ToF) contained an interest audience whose interests were Auto racing, Automobiles, Classic car or Motorcycles.


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Facebook & Instagram...

- A custom data list was used containing previous attendees' information.
- The BoF campaigns performed the best, generating over 60% of the conversions coming from the social campaign.

Preview Facebook Ads



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The Lancaster Insurance Classic Motor Show, with Discovery, which brings together a great array of classic car and motorcycle clubs along with their iconic classic and vintage cars and motorbikes, is an event not to be missed.

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Facebook & Instagram Results

Clicks: > 10,300

Impressions: 1.2 million

Visitor Reg: > 1,300

Overall Campaign Results:

Clicks:
>26,400

Impressions:
1.5 million

**Visitor
Registrations:**
>4,200