

CASE STUDY

**tag**digital

# How did Tag Digital achieve 1017% ROI for MJBizCon?

Tag Digital x Emerald  
MJBizCon 2023

## Campaign Results:

Impressions: 2.4 million

Clicks: 35.2K

Conversions: 1.4K

58% Over Target

## **Who are MJBizCon?**

MJBizCon is the largest B2B cannabis conference & expo in the United States, by event organisers, Emerald Expositions.

We worked with MJBizCon on their paid campaigns for their 2023 event that took place in November 2023 in Las Vegas.

Tag Digital has been working with Emerald Expositions for 2 years across different brands. However, this was our first time working on this specific event.

## **Campaign Objective:**

**Visitor Registration**

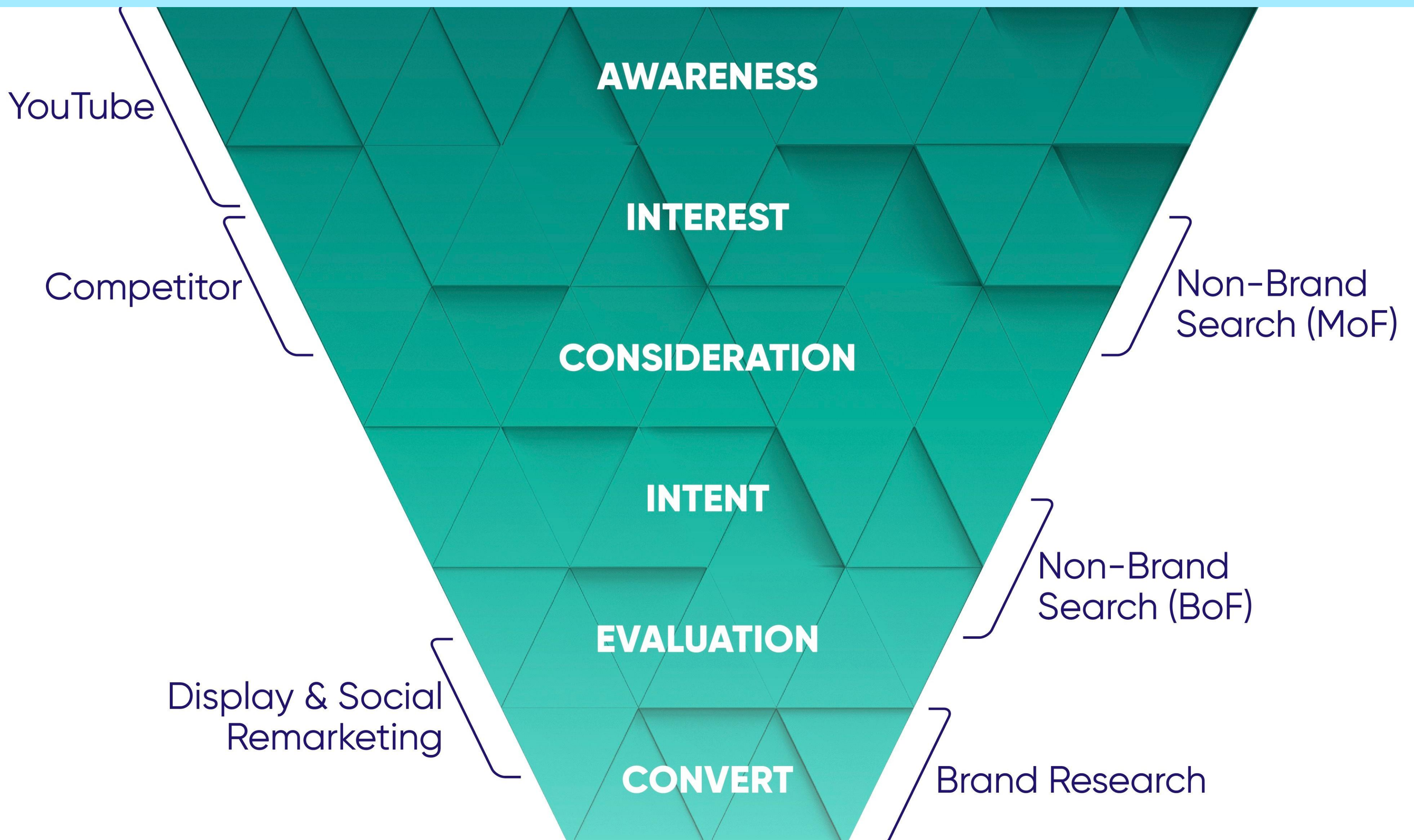
## **Platforms Used**

**Google**

**Meta**

**LinkedIn**

# Marketing Funnel



We will refer to the different stages of the marketing funnel as ToF, MoF and BoF throughout this case study.

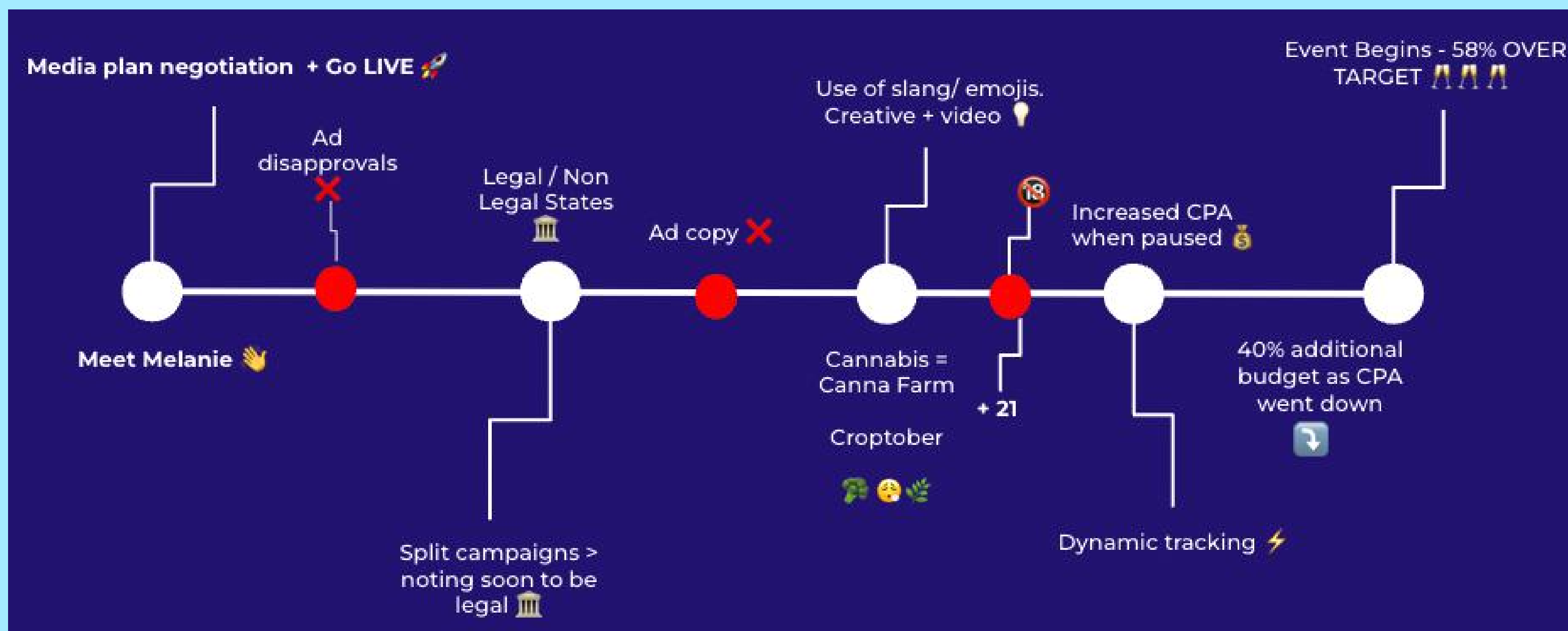
What does this mean?

ToF - Top of the Funnel

MoF - Middle of the Funnel

BoF - Bottom of the Funnel

## The story of MJBizCon



As it was a cannabis event, we had issues promoting the event in non legal states.

We encountered a problem with our paid ads and copy being disapproved across all platforms.

We overcame these issues by changing our targeting to legal states and the age demographic to over 21 and using slang and emojis to appeal to the target audience.

Keep reading to uncover our full strategy across Google, LinkedIn and Meta.

## What was our approach on Google?

Google generated a total of 517 conversions - 36% of the conversions from our paid advertising across all platforms.

We ran Responsive Search Ads (RSA) and Video ads on Google. However, RSA achieved all of the Google conversions.

80% of Google conversions came from legal states in the US after we changed our targeting to focus on this audience.

The search campaigns covered keyword targeting - including brand and non-brand keywords.

The non-brand keywords had a significantly lower cost per acquisition (CPA), however, the brand keywords drove the majority of the conversions on Google.

## Overall Google Results

405.7K Impressions

10.5K Clicks

517 Visitor Registrations

## What was our approach on Meta?

We ran New Data and Remarketing campaigns on Meta - similar to Google, we split our targeting between states that cannabis is legal and non legalised.

The Meta campaigns achieved the most conversions - 867 visitor registrations, generating 62% of overall conversions.

We ran video ads and single image ads, video performed best across all stages of the funnel.

We saw an increase in ad performance when we included slang and emojis into our copy - appealing to the target audience and overcoming our issue of ads being disapproved.

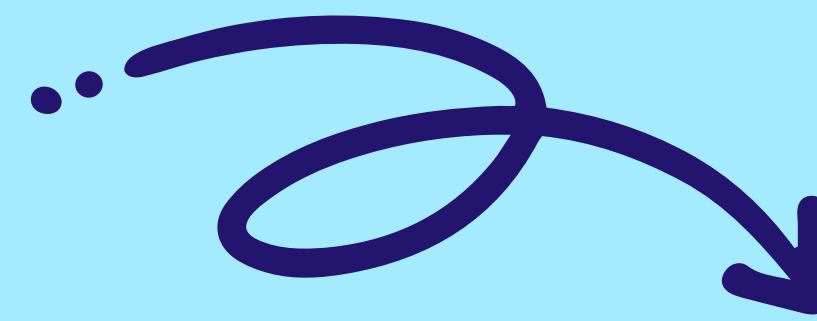
## Overall Meta Results

1.1 million Impressions

17.9K Clicks

867 Visitor Registrations

# Ad Previews on Meta



November 28 - December 1, 2023 | Las Vegas

# MJBizCon<sup>®</sup>

## DARE TO GROW

0:04 / 1:02

MJBIZCONFERENCE.COM  
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Nov 28 - Dec 1 2023 | Las Vegas Convention Center

[Book Now](#)

November 28 - December 1, 2023 | Las Vegas

# MJBizCon

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Nov 28 - Dec 1 2023 | Las Vegas Convention Center

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# THE #1 GLOBAL CANNABIS INDUSTRY EVENT

# MJBizCon<sup>®</sup>

0:00 / 0:08

MJBizCon<sup>®</sup> NOVEMBER 28 - DECEMBER 1, 2023  
LAS VEGAS CONVENTION CENTER

- KATIE LYNCH**  
CURALEAF
- DEEPAK ANAND**  
ASDA CONSULTANCY SERVICES
- SAKARA BARNES**  
FOUR TWENTY LLC
- GUY ROCOURT**  
PAPA AND BARKLEY
- LORIEL ALEGRETE**

## What was our approach on LinkedIn?

We ran a remarketing campaign on LinkedIn to drive website traffic and increase the brand awareness audience.

MJBizCon is the #1 B2B Cannabis event, this is why we chose to run paid advertising on LinkedIn for this event.

We ran a new data campaign targeting member skills and member groups, allowing us to narrow down the targeting.

We used emojis and slang - "Canna Farm" on LinkedIn to avoid the ads getting disapproved.

## Overall LinkedIn Results

432.6K Impressions

3.7K Clicks

82 Visitor Registrations



## Overall campaign results

**2.4 million** impressions

**35.2K** clicks

**1.4K** conversions

**58%** over target

**1017%** return on ad spend

## **What did our client think?**

**Melanie Flavin - Show Marketing Director - MJBizCon**

**"Tag Digital was a valued member of the MJBizCon team. Being a cannabis event, promoting MJBizCon via mainstream channels is no easy task.**

**Tag Digital continued to persevere through it all by changing creative and strategy when needed so we could get around these nuances - and still managed to actualize a +1400% return on spend.**

**I appreciate all the effort that went into our campaign".**

**Do you want results like this?**

**BOOK A CALL**