



# African Energy Week | Increasing Event Attendance Through Social Media and Digital Advertising

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## CHALLENGE

African Energy Week, an annual event that brings leaders and global executives from the energy industry together to discuss challenges and opportunities for the African energy industry engaged with Pierpont to increase registrations and build brand awareness among new audiences.

## OBJECTIVE

Enhance registration rates through the effective utilization of paid media.  
Elevate the conference's reputation and thought leadership position within the industry.  
Establish a strong foundation for future conference success.

## APPROACH

Pierpont drafted and executed a multi-channel paid campaign approach with defined goals and KPIs. Pierpont researched and analyzed the best advertising channels for AEW's audiences, including LinkedIn and Google. Pierpont developed ads and collaborated with the AEW creative team to produce engaging videos and images. After website analytics and conversion tracking were established, Pierpont connected the campaign performance with the increase in registrants.

## SOLUTION

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## RESULTS

By implementing appealing creative material, including engaging videos, researched keywords, and defined audience targeting, Pierpont successfully amplified awareness, resulting in more than 5,000 attendees – a significant growth for the conference.

By leveraging social media channels and pay-per-click advertising, the campaign achieved a remarkable 400% increase in registrants and a 541% rise in new LinkedIn followers. We surpassed the set click-through rate KPI, with an average CTR of 0.60% on LinkedIn, 1.46% on Google Ads, and 0.93% through contextual advertising, further underscoring the campaign's success. As a testament to this achievement, the planning committee has engaged Pierpont to support its 2024 conference, aiming to build upon the momentum and accomplishments of previous years.

## BY THE NUMBERS

# 400%

Increase in Registrants

# 541%

Increase in LinkedIn Followers