

**SEOMAX**  
DIGITAL AGENCY

Ufi  
Approved  
Event

**AGRA**

# CASE STUDY

Ufi  
Approved  
Event  
**foodtech**

*Complete Online Presentation  
of Agra, Vinaria and FoodTech  
Exhibitions at Plovdiv  
International Fair*

## How did we start working together?

Agra, Vinaria and FoodTech are well-established international events that take place at the International Fair Plovdiv. Agra is an agricultural exhibition and also it is the largest economic event for agribusiness in Southeast Europe. Vinaria - the wine exhibition - is considered to be one of the most prestigious events in the wine industry, as FoodTech is for the food sector.

## Marketing

### Facebook, Instagram, YouTube and Google Display Ads

In the last year, the International Fair Plovdiv began to focus their marketing more on building strong online presence. They wanted to increase the number of visitors and attract interesting and innovative exhibitors from different sectors.

In order to achieve this goal, we have undertaken the task of presenting the upcoming exhibitions in the best way to a large number of target users.



## What actions have we taken to reach maximum number of users and exhibitors?

- We have created a whole new visual concept for the all three exhibitions;
- We have created a comprehensive strategy for reaching consumers online
- We have created Facebook events and promoted them to engage users
- We regularly interacted with users at each of the Facebook events;
- We created Facebook reach campaigns for the three exhibitions;
- We did many creatives with slideshow, instant experience and viral banners;
- We created graphic videos presenting the exhibitions;
- By using them, we made a YouTube campaign divided into ad groups according to each focus user category for the exhibitions;
- We ran Google Ads campaigns by creating banners in different formats and targeting ads to different websites based on user interests and website topics;
- We used the Easy Ads platform with a specially crafted HTML banner for greater user interaction;
- We ran cross-campaigns between Facebook, Instagram, Google Ads and YouTube;
- We created 2 videos with our representative, who told more about the exhibitions and why users should attend;
- We constantly interacted with the International Fair Plovdiv team to move in sync;
- As the exhibition approached, we began introducing over 40 exhibitors in social networks;
- We were using remarketing campaigns on Facebook, Instagram and Google Ads all the time;
- We have published and distributed media publications about exhibitions;



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We created a new visual concept and combined it to capture the overall message of the three exhibitions - From the Ground to the Table. We have developed numerous graphic materials, as well as videos with our representative.



# Results

## Facebook and Instagram ads

Thanks to our Facebook ads, the exhibitions reached 821 916 people and received 11 211 383 impressions.

But how did we do it?

- We have created a whole new concept;
- We used a variety of graphic materials relative to our funnel stage;
- We were in close communication with our partner - International Fair Plovdiv;

For a three-month period (quarterly campaign for Agra, Vinaria and FoodTech):

- We created **25** ad campaigns;
- We used **88** different audiences;
- We published a total of **116** ads.

## Website Traffic

The website traffic increased by 80% over the same period last year. The site has good organic traffic, which compared to last year has similar level. This double growth in this case is due to social media, YouTube and banner ads. There is also a 66% increase in direct sign-in to the site.

# Thank you for your attention!

Prepared by:

Hristiyana Petkova

**SEOMAX**

Plovdiv, j.k. Perla (Trakia)

2B Valko Shopov Str.

+359 (889) 833 433

office@seomax.bg

seomax.bg