

EVENT MARKETING



ABOUT US

Company History

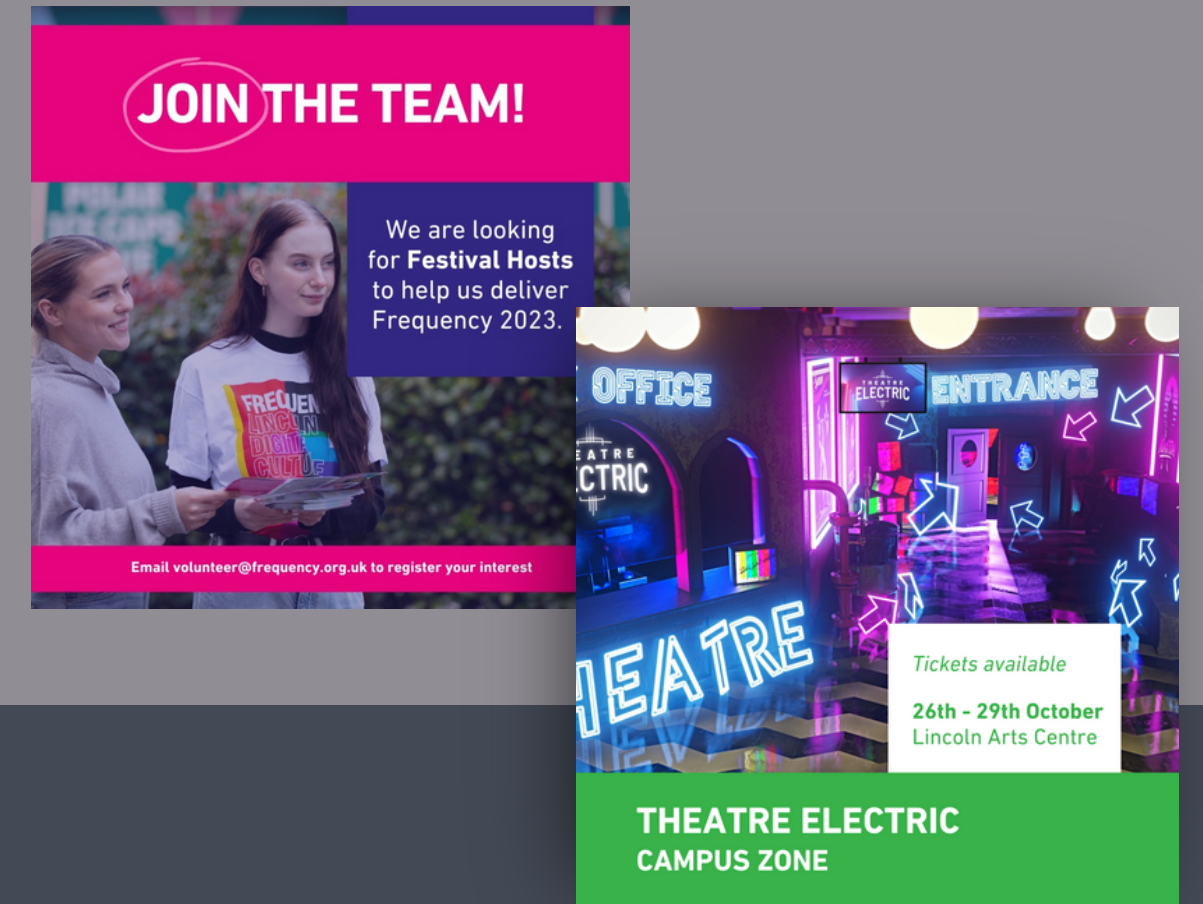
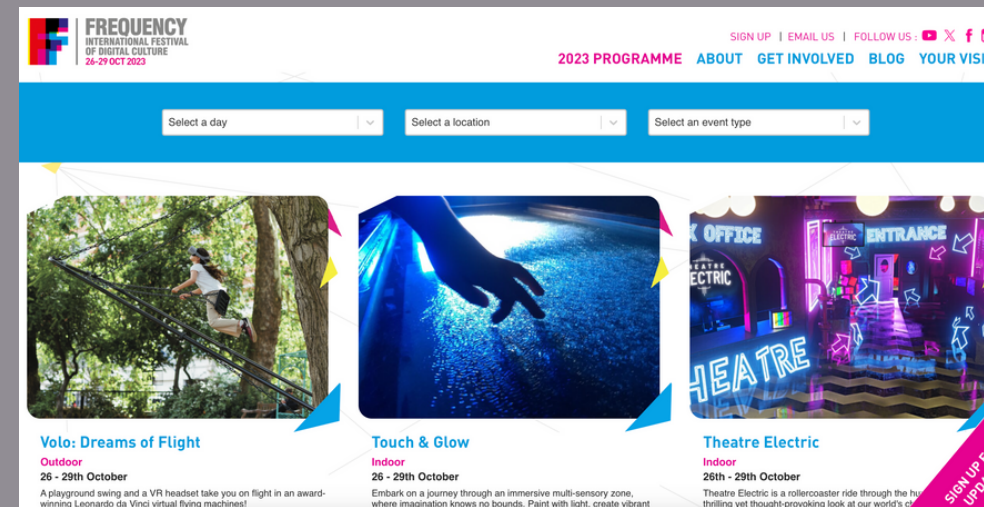
Inspire Marketing are a freelance marketing company helping businesses in the UK to elevate their online presence and grow their community. Since we began 2018 our mission has been to empower businesses to shine brightly, connect authentically, and realise their fullest potential through digital marketing.

Founded by Hattie Williams

Hattie brings over five years of experience in digital marketing and branding to the table, with a genuine passion for design and social media. She uniquely leverages her mathematics degree to track analytics and drive strategic decision-making. This fusion of creative flair and analytical acumen combined with qualifications in event planning positions Inspire Marketing as a formidable ally to add to your marketing locker.

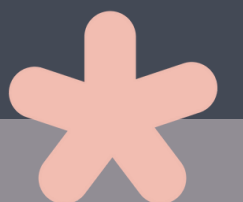


CASE STUDY: FREQUENCY FESTIVAL 2023



- Growing social media pages, including Facebook, Twitter, and Instagram
- Facilitating seamless artist collaboration, collecting and presenting their information
- Crafting compelling website copy
- Creating SEO-optimised blog posts
- Designing website pages and developing online programme on WordPress
- Orchestrating effective email marketing campaigns
- Administrative duties involving: sending VIP invitations, tracking RSVPs, and keeping the team informed
- Leading and mentoring an intern
- Providing design briefs and collaborating with a designer to bring captivating visuals to life
- Creating, testing and analysing paid ads

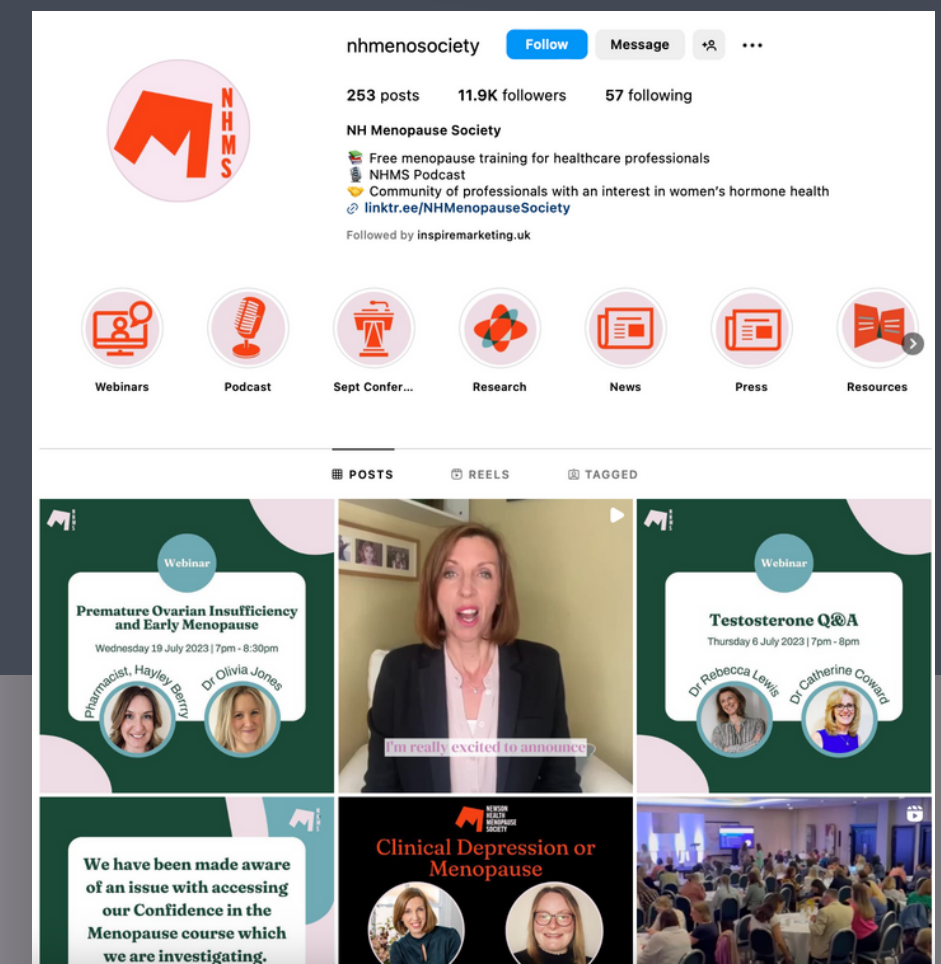
Profile activity ⓘ vs 16 Apr - 14 Jul	1,169 +354%
Profile visits	1,013 +387%
External link taps	147 +226%
Business address taps	9 +125%



CASE STUDY: NEWSON HEALTH MENOPAUSE SOCIETY



- Growing social media pages, including Facebook, Instagram, Instagram and LinkedIn through content creation, community growth and engagement
- Designing assets for their conference including:
 - Name tags
 - Agenda
 - Email signatures
 - Flyers
 - Presentation design for all speakers



SERVICES

Marketing strategy



Social media



Email marketing



Asset design



Web development



Brief writing



Blog posts



Paid ads



Analytics



Admin



BENEFITS

Hosting an event involves numerous responsibilities, and the benefits of effective event marketing extend to the event host in several ways.

In essence, effective event marketing not only ensures the success of the current event but also lays the foundation for future success, enhances your brand's visibility and reputation, and provides valuable networking and revenue opportunities. It's a strategic investment in your organisation's growth and impact in your industry.



Increased:

- Event awareness
- Sales
- Attendance
- Attraction
- Brand awareness
- Credibility
- Trust
- Loyalty
- Communication
- Clarity
- Engagement
- Planning
- Community
- Professionalism
- Consistency
- Visibility
- Opportunities
- Networking
- Reputation
- Data

WHY CHOOSE US?

Choose Inspire for your event marketing needs, and you're getting a powerhouse of qualifications and experience. With multiple marketing and event planning qualifications, a mathematics degree for sharp analytics and logistics, and a solid five-year marketing background, I'm your go-to pro.

My track record includes successfully marketing prior events, ensuring your next one shines even brighter.

Let's make your event the standout success it deserves to be.



LET'S CHAT

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