



Build. Market. Perform. _____

KEOS
MARKETING GROUP
online media events strategy data

Case Studies of Keos Marketing Successes _____

Through event marketing efforts and combining guerilla marketing approaches, social media marketing efforts and promotions marketing tactics Keos Marketing Group has proven success with increasing attendance to events. Here are a few examples of the success of Keos Marketing Group:

Metropolitan State College of Denver: conducted a social media marketing research analysis and devised a strategic plan for social media campaigns utilizing social media vendors such as Facebook, LinkedIn, Myspace, and Twitter. The social media plan is now implemented across departments and executed through Keos Marketing Group. In addition to a strategic plan, Metro State has created guidelines and policies to integrate social media marketing across the entire campus (alumni, staff, and current students). In the first month we grew the social media following by 72 percent.

Denver International Airport: designed and implemented in-person intercept surveys for the ground transportation department bi-annually for two years. The assessment sought to understand how passengers found information about and utilized the ground transportation services. The final report included a report card rating of A to F and a strategy for building social awareness of overall services of the Ground Transportation Department through visible signage, buttons, greeters, and the website.

Kings and Queens Denver – Denver Pride Fest 2009: hosted an event to kick off the week of Pride Fest in 2009. This event showcased new artists and brought a diverse crowd of individuals. The event was a huge success by having a packed house from 7pm to 2am. Keos marketing approach included print ads, email campaigns, text campaigns, street teams, and social media micro blogging. All of these tactics proved to launch a successful first annual Wednesday Pride Fest event.

Shotgun Willie's Annual Charity Golf Classic: successfully created a flawless event at the beautiful John F. Kennedy Golf Course. The event sold out and many people were turned away at the door the day of the event. This event benefited the Colorado Foundation for the Homeless. Keos marketing approach included social media micro blogging, social networking incentives, email campaigns, and text campaigns.

Shotgun Willie's Annual Feed the Homeless: successfully collected donations from local business and executed the annual feed the homeless event in November 2009. This event fed and clothed over 400 economically challenged individuals in the Denver Metro area. Transportation was provided.

Aztec Massage: created a blog website for interaction and communication prior to the movie premier of Serpent and the Sun. This blog website was geared to provide information and boost ticket sales two weeks prior to the movie premier. The event was a success with a full house for both movie screenings! Both Master and Apprentice were booked solid for massage therapy appointments.

Seeds for the Future: created a training program manual for the TriForSuccess children's triathlon event. This event is sponsored by Seeds for the Future and offers children a chance to build self-confidence, self-reliance, and self-respect. The 30 page training program manual provides a training template for the volunteers and staff. It is branded with the images and the messages of the TriForSuccess program for brand continuity and awareness. The manual serves as a template for other event materials and for marketing materials. The program continues to be a success for youth in Colorado.