

# CASE STUDY: MEETING & EVENT SPACE

## CHALLENGES

Needed to drive new business and awareness for current and coming soon meeting and event space locations around NYC.

## WHAT WE DID

First & Vine Marketing took over Facebook, Instagram, LinkedIn and Twitter to grow each channel and increase followers and engagement.

For SEO, we went through to optimize each end of the website and did monthly updates, backlinks, and keyword tracking and optimization.

We ran Google Ads and LinkedIn ads to drive new business for each property.



[jacqueline@firstandvinemarketing.com](mailto:jacqueline@firstandvinemarketing.com)



[www.firstandvinemarketing.com](http://www.firstandvinemarketing.com)



Jersey City, NJ

## OBJECTIVES

Grow social media presence, set up and manage SEO for the website, and increase leads from Google Ads and LinkedIn Ads.

## RESULTS

From January - October 2022 we closed over \$500,000 in direct ad revenue for a 746% ROAS.

Double Instagram followers organically.

Improved keywords rankings to make all branded keywords #1.

