



Verizon

Marketing Method: Social + Digital Activations

PROJECT GOAL

Amplify current influencer marketing, social/digital activations, and activate on a 5-year brand strategy through multicultural marketing efforts for the Midwest.

PROJECT ACHIEVEMENTS

Campaign #1

- Created and customized digital banner ads with a call to action (CTA) encouraging sweepstakes.
- Garnered 13K+ page views during the campaign
- Received 9K+ clicks to the Verizon website

Campaign #2

- **Blog 1** - Win a Weekend Getaway With Blogger MiMi G
 - Introduced the Girl's Night Out sweepstakes and started to build the buzz and excitement with her audience.
- **Blog 2** - Verizon Girl's Night Out Winner
 - Provided the Mini G signature and fashionable perspective on how to combine technology and fashion, featuring Verizon accessories.
- **Blog 3** - Verizon Girl's Night Out Recap
 - Recapped the Girl's Night Out Brand Experience with creative storytelling to build community

Campaign #3

Blog Post/Social Impressions

- Amplified blog posts on social to boost engagement.

Contact Us!

Website | LinkedIn | Instagram

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