

# fanatical™

CASE STUDY

INDUSTRY

## DRIVE LOCAL EVENT TICKET SALES

Consumer products



SILVER OAK

🐦 Influencer Identification 🐦 Influencer Outreach 🐦 Event Promotion 🐦 Create Industry Buzz

🍷 **35** events 📅 **55** days 📍 **65** cities

Silver Oak Cellars planned a national tour to celebrate the winery's 40th Anniversary. They needed to generate buzz within the industry and increase event ticket sales by driving local enthusiasts to visit the tour stops.

- Identified national wine influencers and seeded tour content to them
- Systematically engaged existing Silver Oak influencers and mobilized them to spread the word about local Tour events
- Posted location-targeted campaign updates and photos

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☑ NEARLY EVERY EVENT

# SOLD OUT

USING ONLY SOCIAL MEDIA PROMOTION

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🏆 VINTANK.COM

# #1 WINE BRAND

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📈 2012 TASTING ROOM VISITS

# 20% INCREASE

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