

## **TEMBO IMPACT - UFI Industry Partners Award Finalist**

### **Summary overview:**

TEMBO IMPACT, an award-winning marketing agency, have a team of experienced marketers who specialise in event marketing. We seamlessly integrate with your existing team, providing impactful marketing wherever it's most needed.

We help during any stage of the campaign: planning, development, implementation, analysis, and recommendations. Our services cater to event businesses seeking an all-in-one marketing resource, support across key functions (strategy, planning, website management, email marketing, media partnerships, design, data analysis, and digital campaigns). We offer a turnkey solution, providing flexible and reliable support for successful campaigns and events. Learn more

<https://www.tembocreates.com/tembo-impact>

### **Objectives:**

Our main objective at TEMBO IMPACT is to provide our clients with comprehensive support in the delivery of their marketing campaigns, providing great value with a service which can be scaled up or down depending on a client's requirements week to week. We seamlessly integrate with our client's teams, taking the pressure off and executing high-quality, timely, and impactful marketing campaigns.

With our event expertise and dedication, we ensure that our clients' events achieve maximum performance, driving revenue generation and profitability for their brand. Our focus on delivering exceptional results establishes us as a trusted and reliable marketing resource. We prioritise long-term partnerships based on trust, exceptional performance, and shared success.

### **Actions:**

TEMBO IMPACT takes various actions to meet our clients' objectives, from the development of comprehensive marketing strategies and tactical plans to the delivery of a specific aspect of a campaign, such as email marketing, social media and PPC (pay-per-click) advertising campaigns, utilising media partnerships, and much more.

Clients have regular, weekly catch ups with our team and are updated on how much of the time they have booked remains as activities are completed across the week. This ensures that our clients feel supported and know they can rely on the support from the IMPACT team at any time throughout the week, not just on specific days.

**Results:**

- For a B2B exhibition in the coffee industry - created and executed a 3-month multi-channel campaign. Achieved a 40.6% increase in attendance.
- Helped an organiser of a portfolio of events for a consumables industry continue operations despite major team gaps. Their unique visitors grew by 57%.
- We helped an energy exhibition overcome major logistical challenges (rail strikes and venue change). The unique visitors increased by 66% vs the previous year
- Our multi-channel marketing campaign for a physical activity event achieved a 50.1% conversion rate of attendees and the highest percentage of senior attendees since 2018

**Conclusion/lessons learned:**

Our success stems from our ability to become an extension of our clients' teams to provide reliable, impactful marketing support. We dedicate time to fully understanding their business, goals, KPIs, and timelines. That way, we can provide expert advice and recommend approaches to achieve success.

Our team's extensive experience in diverse industries enables us to adapt quickly to new events and deliver exceptional outcomes. By utilising a combination of traditional and digital marketing platforms, testing, and adjusting what works as we go along, we maximise reach and engagement, ensuring our clients' events receive the visibility they deserve.

**Next steps:**

Moving forward, TEMBO IMPACT aims to continue delivering exceptional marketing support to clients. We'll keep refining our strategies, exploring new technologies and trends, and enhancing our offerings based on client feedback and market demands. We aim to further strengthen our position as a trusted marketing resource, expand our client base, and seek opportunities to drive revenue and profitability.

**Additional information:**

TEMBO is a fresh approach to marketing, content production and event management.

We can provide the right people, at the right time. <https://www.tembocreates.com/>