

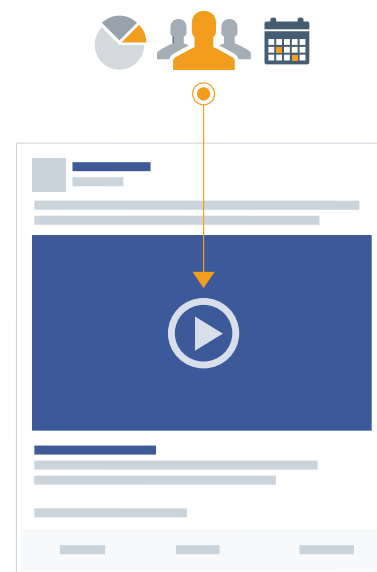
New Engagement Strategy for Sports Network

Objective

AdParlor worked with a large sports programming network to refine and revamp its Facebook engagement strategy—going from a fixed, rigid approach to one that takes better advantage of top-performing content in real-time.

Strategy

The client's original plan involved a specific budget for each post, tied to a highly scheduled content calendar. AdParlor used a “fluid budget management” strategy to move toward an established monthly budget, which allowed us to be flexible at the creative and audience levels.



RESULTS



10% - 15%
ENGAGEMENT
RATE



INCREASED BUDGET
TO TARGET CONTEXTUALLY
RELEVANT CONTENT



2X LIFT
IN AVERAGE MONTHLY
ENGAGEMENT RATE