



EAGLE CREEK  
— PARTNERS —

## CASE STUDY: DIGITAL MARKETING SUPPORT

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# RAYBOURN GROUP INTERNATIONAL

How outsourced digital marketing support helped drive attendance and satisfaction for a client event.



### OVERVIEW

Raybourn Group International (RGI) is an association management company headquartered in Indianapolis, serving local, state, regional, national and international not-for-profit clients.

RGI selected Eagle Creek Partners to assist with digital marketing and communication support for a client event.

### APPROACH

ECP worked closely to understand the client's challenges and expectations, and to make recommendations and act in alignment with their goals. Using the tools and input provided by the client, ECP helped craft messages and develop digital content to support successful promotion and execution of the client's event.

### AT A GLANCE

#### Challenges

- Client needed critical communication support for an upcoming event
- Project involved promotion of an in-person event during a pandemic.

#### Results

- Increased awareness of topics, speakers, and social aspects of the event by prospective attendees
- Delivered a variety of digital communications for this project, including social posts, speaker scripts, slide decks, and media releases.

"Michael stepped into a project when we were short handed and on a tight deadline. His impact was immediate and meaningful."

- Rachel D, Communications Director



"It was a pleasure working on this collaborative effort with RGI. We were able to quickly engage when they needed assistance, understand their client's needs, and deliver timely services that helped make the event a success."

**Michael Ulmer, MBA, CAE**

Eagle Creek Partners LLC