



NYCgo Lead Generation

NYCGO, DIGITAL CAMPAIGN

BACKGROUND

NYCgo official was tasked with learning more about its current audience on Sina Weibo and WeChat. Using it's existing social channels, we created an audience survey to learn more about its demographics, user behavior, and travel habits.

OUR GOAL

Develop a mechanism that can gain insights from the current set of social media followers while ultimately gaining more leads from real potential travelers to NYC.

OUR APPROACH

First, we created a very comprehensive survey to launch via Sina Weibo which asked specific questions to our current follow base. We then launched a digital campaign using a small giveaway to entice participation. Users would simply be eligible for the incentive by submitting their email and engaging on our campaign post.

In less than a week, through this lead & insights generation campaign, we had gained over 2,000 respondents. All the information obtained was strategized and reflected in our upcoming years digital strategy and allowed the NYC brand team direct communication and marketing to a very targeted traveler.



THE NUMBERS

Lead generation in 7 days:

- Leads: 2,348
- Engagement: 2,192
- Impressions: 2,670,000