

CASE STUDY:
**How JSM Drove a 140% Web
Traffic Increase and Secured
Major Sponsors for the DFW
Growth Summit With No
Budget or Paid Media**

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Challenge

Launching a large-scale business summit from scratch comes with inherent challenges—especially when there's no upfront capital, budget for paid advertising or SEO. The goal was not just to market the event but also to:

- Establish JSM as a strategic marketing powerhouse within the DFW business community.
- Deliver high value to attendees by curating meaningful discussions around digital transformation.
- Monetize the event through sponsorships and ticket sales, ensuring all costs were covered while making a profit.

Strategy & Execution

JSM leveraged a multi-channel marketing approach without relying on paid media, instead executing a strategic collaboration-driven plan. The execution plan included:

Content- First Digital Strategy

Social Media Campaign: 4-5 LinkedIn posts per week featuring speaker interviews, static images, and Summit insights.

Email Marketing: 1-2 email sends per week, with an average open rate of 33%, well above industry standards.

Leveraging Speaker Networks for Organic Reach

Conducted pre-event digital interviews with speakers and leveraged their communities for expanded visibility.

Encouraged speakers, sponsors, and partners to share the event across their networks, compounding reach organically.

✓ Strategic Sponsorship
Packaging Three sponsorship
tiers (\$1,500, \$4,500, and \$9,000)
were created with perks such as:

- Advertising exposure across event marketing materials.
- VIP experiences (e.g., TopGolf activations, access to a curated business professional network, and a private cocktail reception).
- Complimentary tickets at varying quantities.

Partnership & Ecosystem Marketing

Key partners—including Toyota North America, Dallas Business Journal, UT Dallas, and Plug and Play Tech Center—were integrated into the marketing, further amplifying visibility.

Shared resources to boost cross-promotion without additional spending.

Results

 140% increase in web traffic (900 visitors within 30 days)

 33% email open rate (outperforming industry benchmarks)

 Social media engagement surged 8X compared to the previous month

 Achieved target ticket sales

 Major sponsorships locked in, covering event costs & generating revenue

Key Takeaways

- ◆ **Strategic partnerships outperform when leveraged correctly. By integrating speakers, sponsors, and partner networks into content distribution, JSM expanded reach exponentially—without cost.**
 - ◆ **Pre-event digital interviews drive social proof & engagement. Featuring speakers before the Summit created momentum and credibility, influencing ticket sales.**
 - ◆ **Multi-touchpoint marketing (LinkedIn + email + partnerships) creates compounding growth. Consistency across multiple organic channels helped build audience trust and anticipation leading up to the event.**

 **JSM's ability to execute high-impact marketing strategies without expensive tactics positions it as a leading force in content-driven event marketing.**