

EVENT PROMOTION ON FACEBOOK HELPS CRUSH FUNDRAISING GOAL FOR NONPROFIT

Social Media Advertising Case Study



children's flight of hope

WE FLY FOR THEIR LIVES

- **Client:** Children's Flight of Hope
- **Industry:** Air Transportation

Children's Flight of Hope

ABOUT CHILDREN'S FLIGHT OF HOPE

Children's Flight of Hope (CFOH) offers hope and healing to families by providing air transportation to children in need of specialized medical care. They are committed to helping families through the duration of their child's treatment.

OPPORTUNITY FOR CFOH

CFOH holds an annual beer event in Downtown Raleigh. They invite 24 breweries and have thousands of event attendees sample the beers. This event raises money for the CFOH charity,

HBT DIGITAL'S SOLUTION

HBT Digital used Facebook and Instagram ads to promote the charity, event, and the breweries. The company used special photos and videos to drive awareness and conversions (ticket sales) for the event. It was a smashing success!

Impact at a glance

↑ 500

500+ Attendees
Record for the event

↑ \$160k

Raised Ticket Sales, Merch,
and Donations

↑ 23,037

People reached

↑ 126,105

Impressions

↑ 1,802

Clicks to ticket site

↑ 400

Purchased tickets from
campaigns



Creative



TESTIMONIAL

"HBT Digital is, hands down, the most effective, creative, reasonable, and collaborative marketing company I have worked with. RJ and his team go the extra mile to build quality content that helps us meet our goals to bring in new funds to support our mission of helping children in need."



Haley T., Children's Flight of Hope



CONTACT HBT DIGITAL AND INCREASE YOUR LEADS AND SALES TODAY!

GET STARTED

