

Kennesaw State University Sports + Entertainment Park



The Kennesaw State University Sports + Entertainment Park is one of the finest recreation complexes in the Southeast, with 88 acres of multi-purpose sports and recreation just one mile from KSU's main campus in Kennesaw, Georgia.



INDUSTRY

Education



IN BUSINESS

Since 1963



CUSTOMER

Since 2015



BUSINESS TYPE

Single Location

CHALLENGE

The KSU Sports + Entertainment Park team was looking for targeted and measurable ways to reach a variety of patrons and potential visitors for various events held at the Sports + Entertainment Park on a budget.

GOALS

- ✓ Increase awareness of KSU Sports + Entertainment Park
- ✓ Attract patrons to a variety of events held at the KSU Sports + Entertainment Park
- ✓ Publicize events in a cost-effective and impactful way

SOLUTIONS

The KSU Sports + Entertainment Park team partnered with ReachLocal to run Facebook advertising campaigns through **ReachSocial Ads**, display advertising campaigns through **ReachDisplay**, and custom YouTube advertising campaigns to reach a wider audience and attract people to KSU events.

"Working with ReachLocal has allowed us to reach an audience that we didn't have the opportunity to reach in the past."

Maggie Gendernalik

Sales + Marketing Manager
Kennesaw State University
Sports + Entertainment Park



500k

Display advertising campaign received 500k impressions

180k

Facebook advertising campaign received 180k impressions

185 HOURS

YouTube advertising campaign received over 185 hours of view time

RESULTS

The KSU Sports + Entertainment Park team has seen huge successes since partnering with ReachLocal for their online advertising campaigns.

For example, the Owl-O-Ween Festival, a KSU-organized hot air balloon festival brought in more than 40,000 attendees over two days. Leading up the event, ReachLocal set up a Facebook advertising campaign that received

more than 180,000 impressions with a lot of engagement and a display advertising campaign that garnered 500,000 impressions. Collectively, these campaigns drove over 11,000 visitors to their website. The combined

efforts of their Facebook advertising and display advertising campaigns allowed them to reach a large audience and attract users from across the country.

Gendernalik sees Facebook as a key platform for the KSU Sports + Entertainment Park’s marketing efforts in the future because she knows that so much of her target audience uses Facebook as a resource for news and events.

The KSU Sports + Entertainment Park’s YouTube advertising campaign has allowed them to get in front of a portion of the one billion people who use YouTube. Gendernalik says the majority of users who

interact with their YouTube ads are men in the 18-34 age range, so they now have a direct platform to reach that demographic. They’ve also found that YouTube advertising provides a much higher return on investment than television ads and has allowed them to reach patrons via video in a much more cost-effective way.

Through their Facebook advertising, display advertising, and YouTube advertising campaigns, Sales + Marketing Manager Maggie Gendernalik says they’ve been able to reach a huge audience and make an impact with a smaller budget than they would need for traditional marketing efforts like TV commercials or print ads. They credit ReachLocal with helping them identify and reach their target audience and have learned more about their marketing demographics and stretching their budget to make an impact.

“Facebook advertising is a core component of any marketing campaign moving forward,” said Gendernalik

“It truly feels like ReachLocal wants us to be educated, know where our return on investment is coming from, and understand how our marketing campaigns are working,” said Gendernalik