

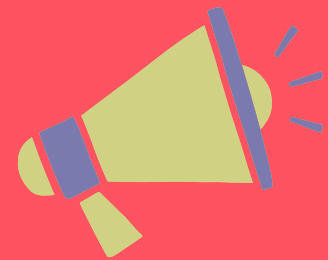
THE EUROHUB

Presented by Omar Galarzo

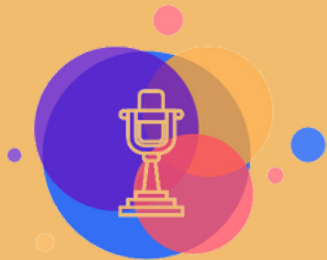
Market

Trends

Feedback



Ads



AGENDA



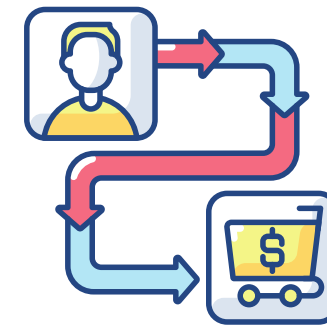
PURPOSE



THE CLIENT



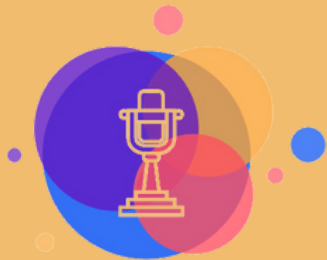
APPROACH



**MULTI-CHANNEL
MARKETING
FUNNEL**



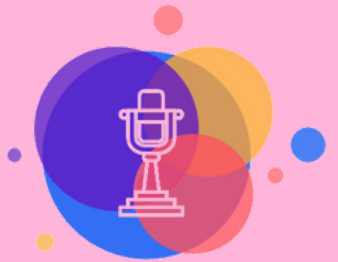
**CONSISTENT
STORYTELLING**



PURPOSE

In this case study, I will showcase my expertise in Digital Marketing through a project undertaken for The EuroHub. This case study highlights the strategies, skills, and outcomes achieved, with a focus on how my approach and execution contributed to the campaign's success.

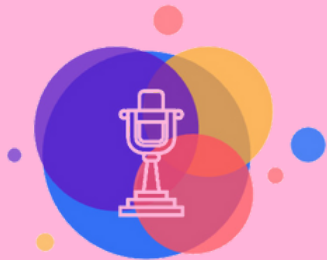
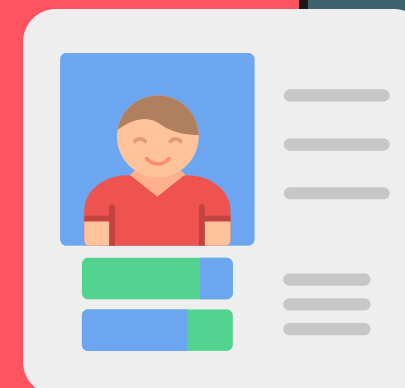
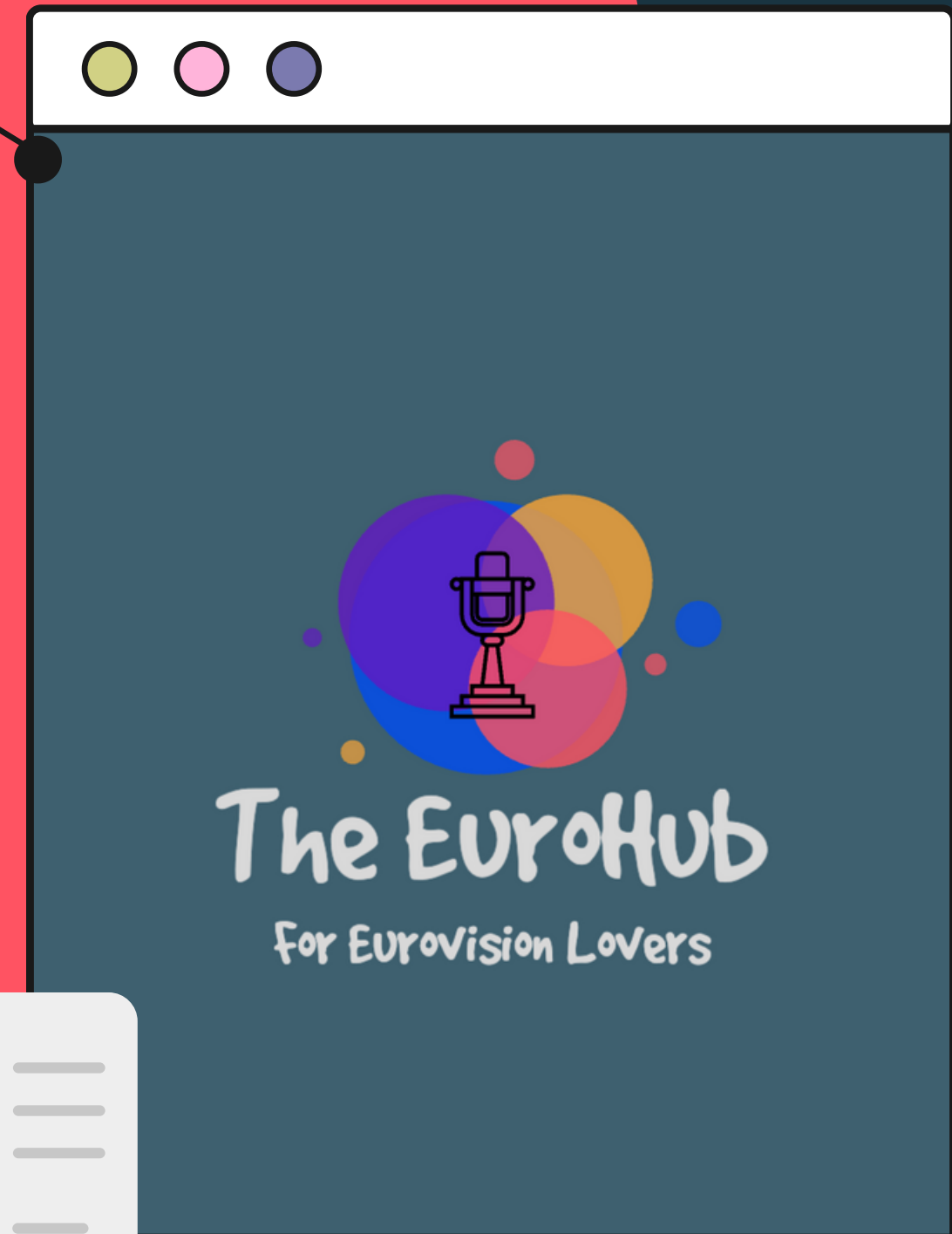
The EuroHub faces competition from various Eurovision-related websites and social media accounts. To stand out in this crowded niche, it needs to build a strong online presence and connect with Eurovision fans effectively.



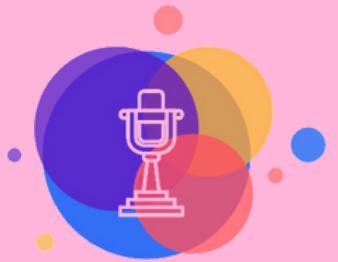
THE CLIENT

The EuroHub is a Eurovision blog-news-related website dedicated to providing Eurovision enthusiasts with the latest news, insights, and updates about the Eurovision Song Contest. The website aims to engage and entertain Eurovision fans from around the world.

The goal of the campaign is to attract new visitors to the website and social media channels, sparking their enthusiasm for Eurovision, and nurturing them into loyal followers. Moreover, increase awareness and engagement among the 35-64 age group while actively capturing and nurturing the interest of Eurovision newcomers aged 25-34.



APPROACH

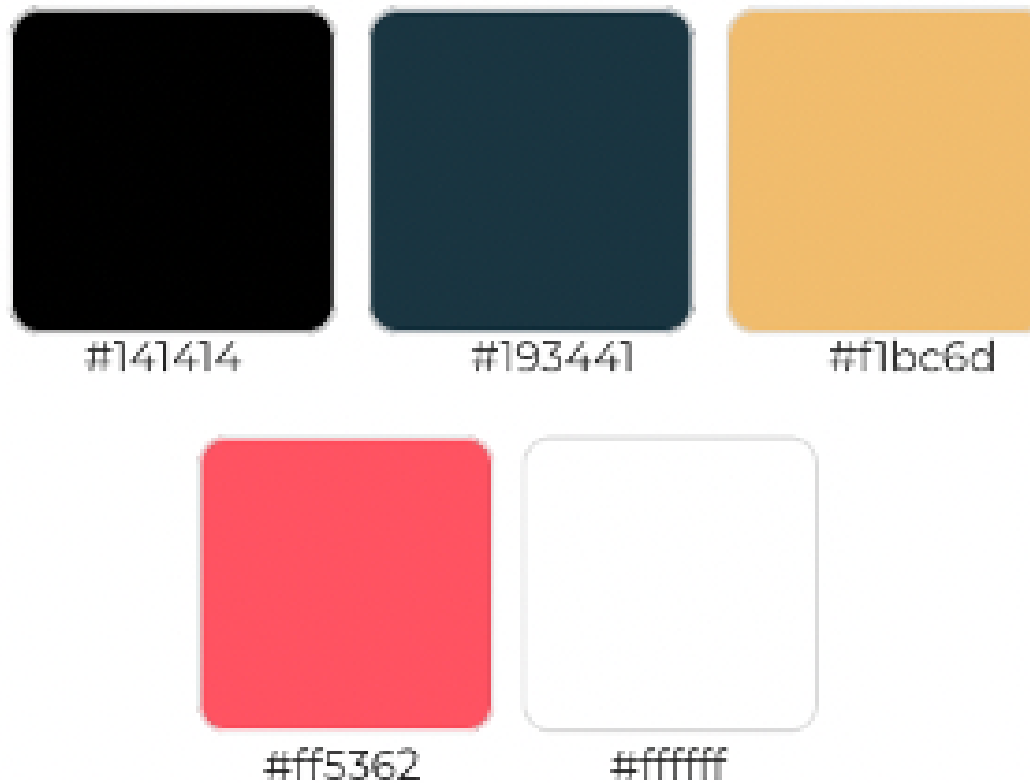


BRANDING

LOGO AND SLOGAN



COLOR PALETTE



TYPOGRAPHY

Montserrat

Aa Ee Rr

Aa Ee Rr



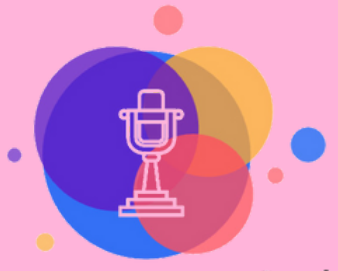
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0123456789

**TARGET
AUDIENCE**





PROFILE

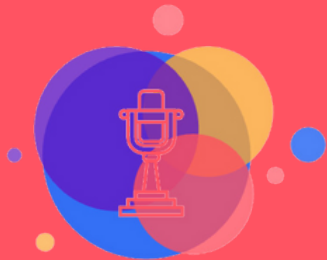
Age: 28
Gender: Female
Location: Madrid, Spain
Occupation: Marketing
Professional

Passionate, creative,
inquisitive, social.

NEEDS

Stay informed about
Eurovision news.
Connect with fellow fans
in a community.
Access curated historical
performances easily.
Engage in interactive
Eurovision content.

ELENA





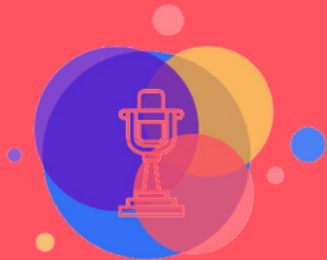
WANTS

Exclusive behind-the-scenes insights into Eurovision.
Participate in fan-voted polls and quizzes.
Shop for unique Eurovision merchandise.
Discover lesser-known Eurovision facts and stories.

CHALLENGES

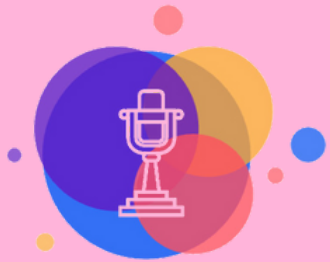
Time-consuming news tracking.
Finding comprehensive historical content.
Connecting with broader Eurovision community.

ELENA





COMPETITOR RESEARCH



wiwibloggs

EUROVISION NEWS WITH ATTITUDE

Wiwibloggs is a dedicated Eurovision news platform providing comprehensive coverage, updates, and analysis of the Eurovision Song Contest. Known for its in-depth articles, reports, and multimedia content, it stands out as a reliable source for Eurovision fans. The platform's dynamic approach and broad coverage of Eurovision-related news distinguish Wiwibloggs in the domain of Eurovision journalism.

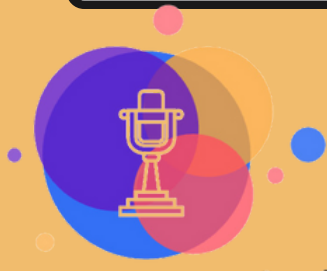
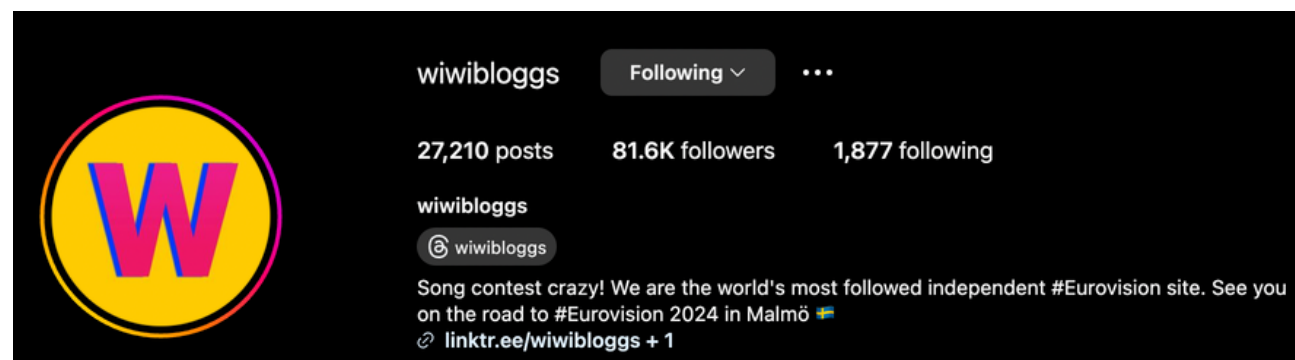
Followers **Instagram: 81.6K**

Followers **Facebook: 81K**

Followers **X: 54K**

Subscribers **YouTube: 192K**

They showcase diverse content such as **reviews, reactions, and interviews with artists**. Their interactive approach, including **comment sections, polls, and social media engagement**, has built a loyal community. To compete effectively, we would consider a similar engaging approach and diversified content strategy that could benefit The EuroHub.





SOCIAL MEDIA STRATEGY

KEYWORDS

SHORT-TAIL KEYWORDS:

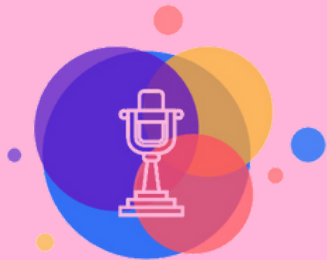
1. Eurovision Song Contest
2. Eurovision News
3. Eurovision Artists

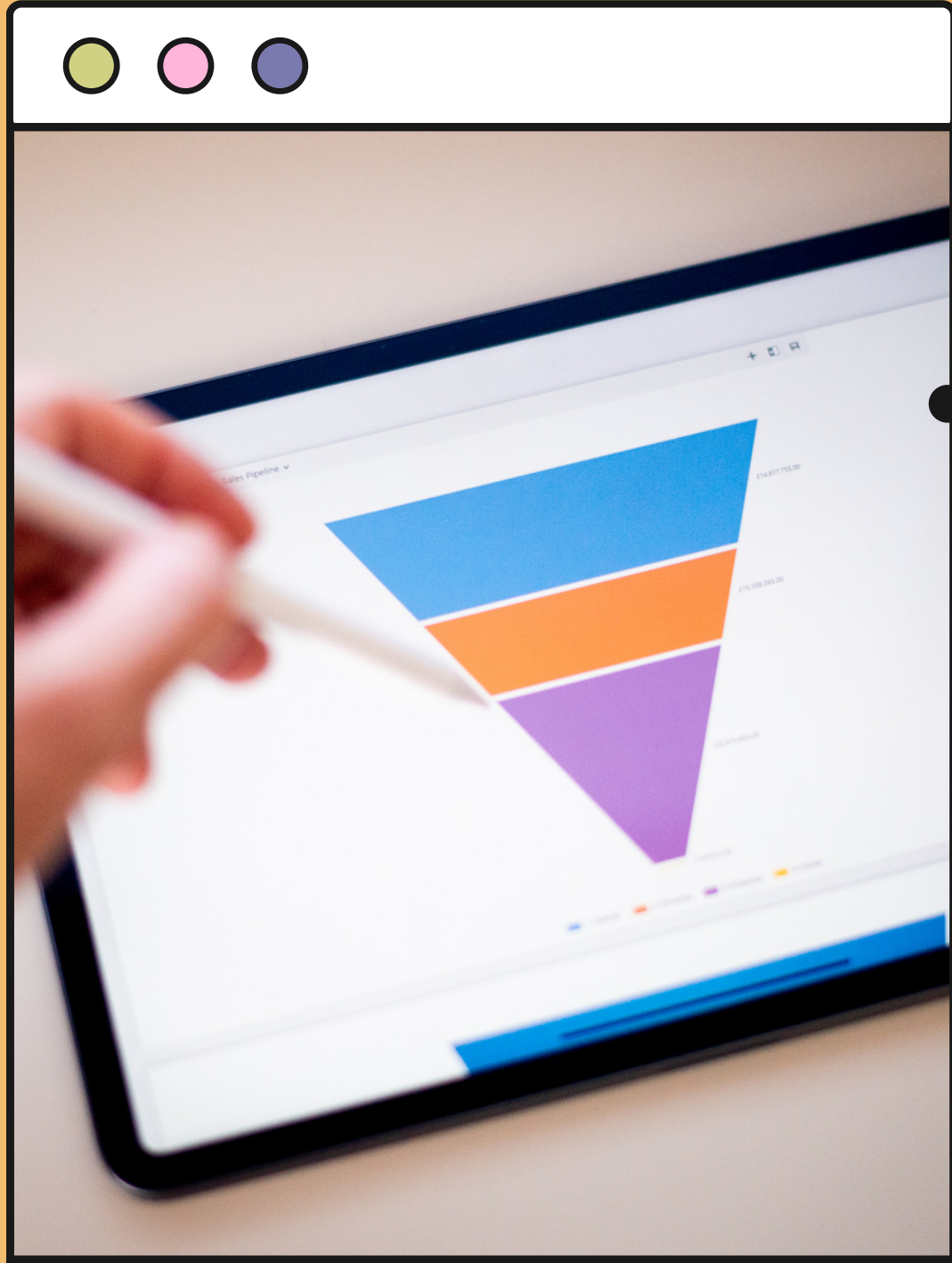
SHORT-TAIL KEYWORDS:

1. Eurovision 2024 updates and news
2. Behind-the-scenes Eurovision stories
3. Engage with Eurovision fan community

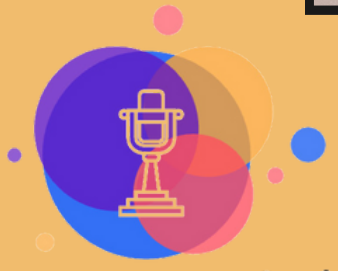
HASHTAGS

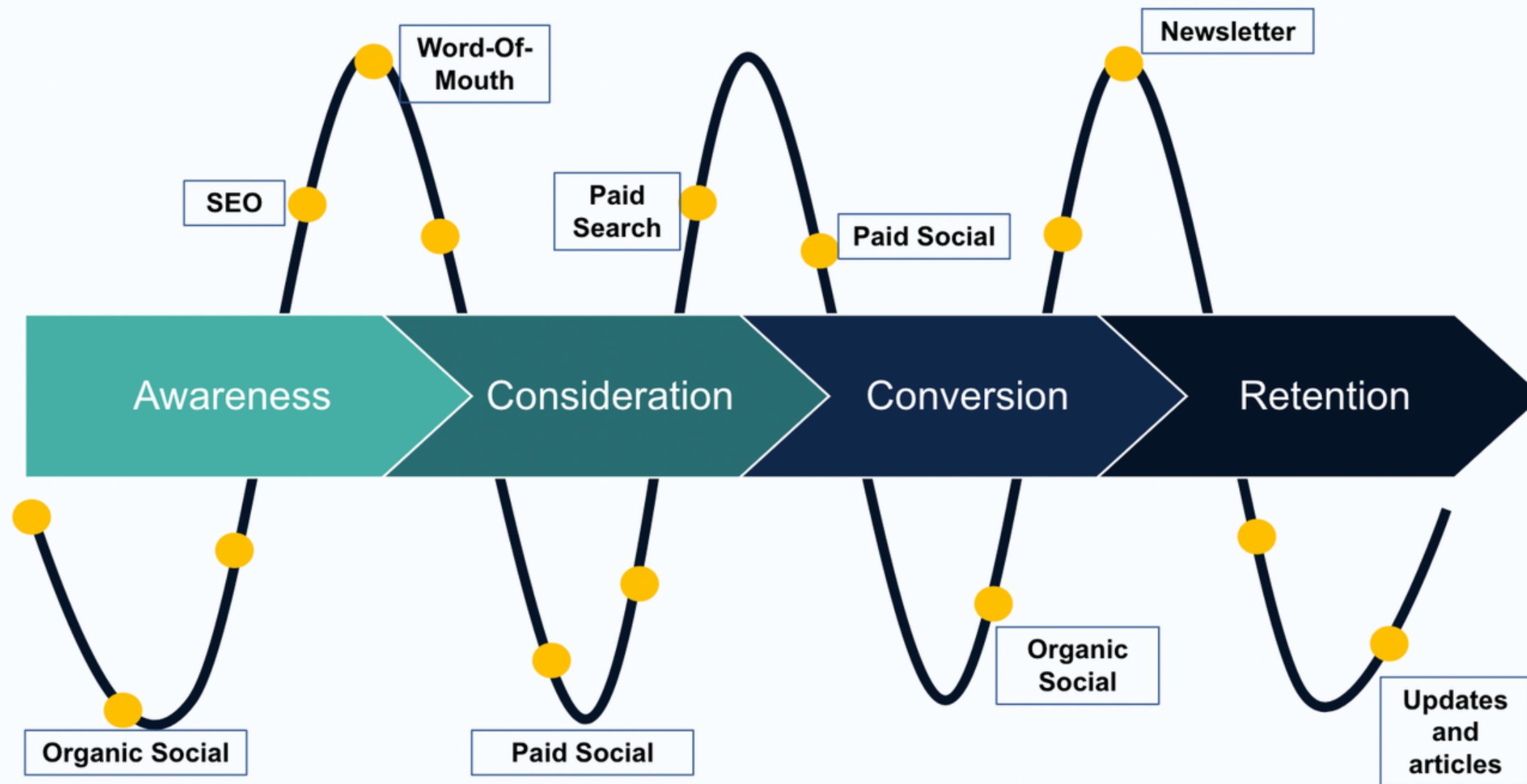
#Eurovision #ESC #Eurovision20XX (replace "XX" with the current year)
#EurovisionCommunity
#ForEurovisionLovers #EurovisionNews
#EuroFans #EurovisionFacts
#EurovisionTrivia #EurovisionHistory
#EurovisionDiscussion #EurovisionPolls
#EurovisionQuizzes #EurovisionAnalysis
#EurovisionBehindTheScenes
#EurovisionExclusive #EurovisionArtists
#EurovisionCommunity



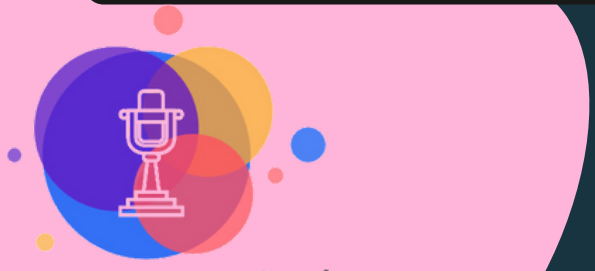


CUSTOMER JOURNEY

The diagram shows a customer journey process. It starts with a user icon (a person with a yellow shirt) on the left. A red arrow points from the user to a shopping cart icon (a yellow cart with a dollar sign) on the right. A blue arrow points from the shopping cart back to the user, indicating a return or feedback loop. Below the shopping cart, there is a red arrow pointing down and then left, and a blue arrow pointing down and then right, suggesting a flow or transition between different stages of the journey.



In **The EuroHub**'s customer journey, the digital channels strategically align with various stages of the funnel. Organic Social channels, including Instagram and X, and SEO contribute to brand visibility and attraction in the Awareness stage. Paid Social, such as on Instagram and X, and Paid Search via Google Ads retain audience interest during the Consideration stage. Transitioning to Conversion, Paid and Organic Social capitalize on existing interest to drive action. For customer retention, the Newsletter, specifically the Updates and articles section, sustains audience engagement, fostering brand loyalty and retention.





MULTI-CHANNEL MARKETING FUNNEL



Organic Social on Instagram, Facebook and X
SEO
Word of Mouth

1

AWARENESS

Goal: Increase website traffic and brand visibility by 30% through organic and social channels.

Metrics: Page views, unique visitors, social media impressions, organic search ranking.

Paid Social on Instagram, Facebook, and X
Paid Search on Google Ads
Paid Display on Google Display Ads

2

CONSIDERATION

Goal: Encourage visitors to explore the site, enhance engagement, and improve keyword performance for higher visibility.

Metrics: Session duration, bounce rate, CTR, social media engagement, keyword ranking.

Paid Social on Instagram, Facebook, and X
Organic Social on Instagram, Facebook, and X

3

CONVERSION

Goal: Convert 5% engaged visitors into leads or subscribers through effective content marketing and interaction.

Metrics: Newsletter sign-ups, subscription rates, social media shares, content downloads.

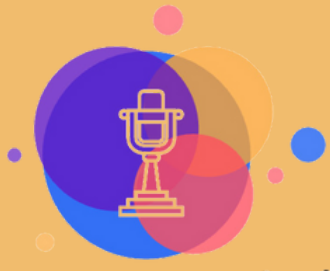
Newsletter
Updates and Articles

4

RETENTION

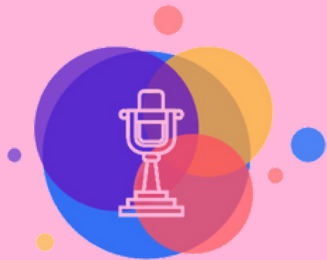
Goal: Retain and engage existing users through regular content, social interaction, and personalized communication via newsletters or email campaigns.

Metrics: Return visitor rate, email open rates, social media following, content shares.



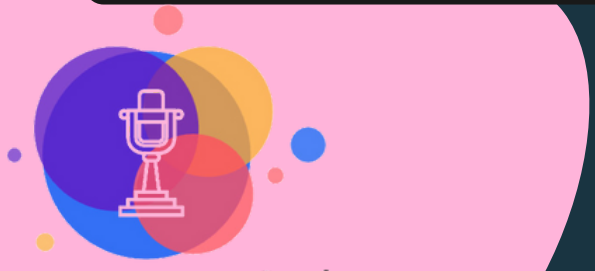


CONSISTENT STORYTELLING





- **Comprehensive Coverage:** Offering diverse content including breaking news, interviews, and in-depth analysis of Eurovision events and performances.
- **Immersive Experience:** Presenting the Eurovision journey as an engaging narrative, allowing readers to feel the excitement and vibrancy behind the scenes.
- **Diversity and Community:** Celebrating the unique diversity of the Eurovision contest while fostering a sense of community among fans, encouraging interaction and engagement.
- **Year-Round Engagement:** Aiming to keep Eurovision enthusiasts connected and engaged all the year by delivering consistent and captivating stories.
- **Alignment:** Ensures content resonates with the audience's interests and values, aligning with the Eurovision spirit, ultimately creating a bond and familiarity.
- **Engagement:** Aiming for active participation, sparking discussions and interactions, fostering a strong and dedicated community by involving the audience in various topics and activities.
- **Message:** Establishing a clear and consistent communication tone that reflects the Eurovision values, injecting personality into the storytelling and carrying a unifying message throughout.



CASE STUDY: THE EUROHUB



OMAR GALARZO.com
Digital Marketing

- PERFORMANCE
- CONTENT
- SEO & EMAIL
- SOCIAL MEDIA
- BRANDING
- ANALYSIS

The image shows a stylized browser window with a pink header. On the left, there's an illustration of a man in a red shirt holding a laptop, with 'OG' next to him. The main content area features the text 'OMAR GALARZO.com' and 'Digital Marketing' with a dashed white line pointing to a vertical stack of six dark grey boxes on the right. Each box contains a service name: PERFORMANCE, CONTENT, SEO & EMAIL, SOCIAL MEDIA, BRANDING, and ANALYSIS. A white arrow points from the top of this stack towards the 'CONTENT' box.

THANK YOU!

