

Generating Leads in Event Production Services

Monthly Ad Spend: \$2,750



When it comes to event production and execution, the devil is in the details. As trusted experts in bringing those special moments to life, [A Posh Production](#) was keenly aware of the minutiae that goes on behind the scenes. So when they were ready to grow opportunities with online lead generation, they reached out to LP to plan out a proper, and perhaps even posh, digital marketing strategy.

About A Posh Production

Based in Chicago, IL, A Posh Production is a premiere event production company specializing in audio/visual, lighting, decor, floral, and entertainment. Their dedicated team offers comprehensive planning services for banquets, public events, weddings, and other special events, transforming venues into enchanting spaces that leave a lasting impression. From candelabras to ceiling drapes, their extensive range of offerings ensures a personalized touch for each event.

Campaign Objectives



"Working with Logical Position has been a great experience. They've really helped our business untangle our digital marketing strategy and make good use of our available budget. My account manager provides regular communication updates on account insights and suggestions when we've needed to adapt to shifts in the market."

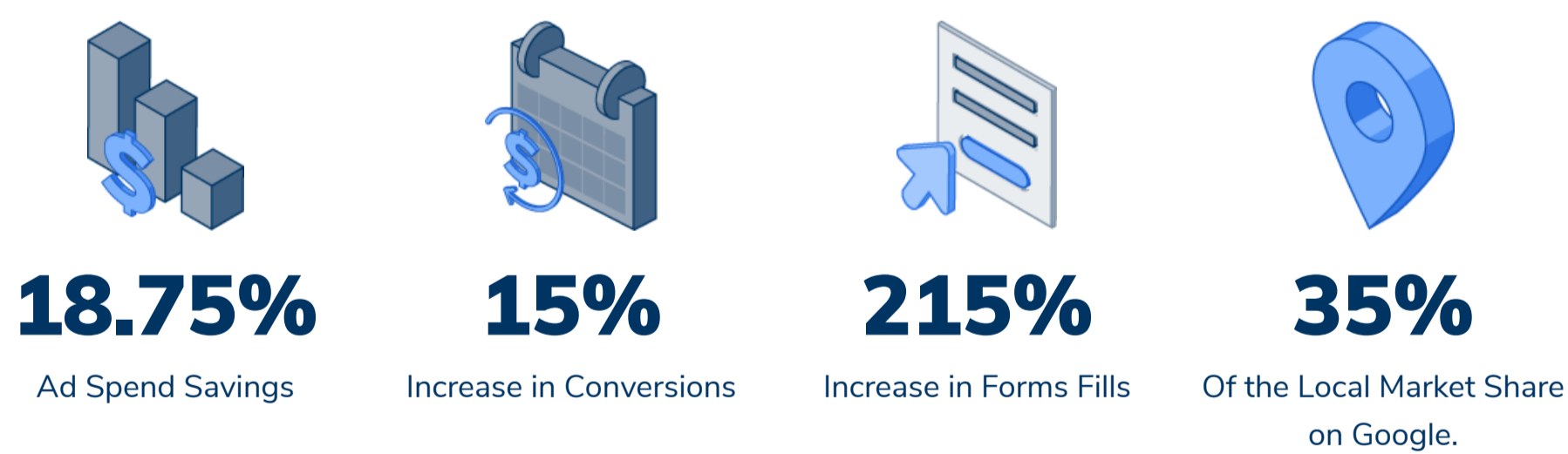
— David Florczak, Owner/Operator at A Posh Production

Strategy

- Account segmentation by single keyword ad groups (SKAGs)
- Shifted certain campaigns to auto bid + max conversion strategy
- Expanded campaigns on Microsoft Advertising
- Location targeting by audience type



Results In Action



Planning Always Wins

Our strategy resulted in a big uptick in bookings for A Posh Production. These achievements culminated in the prestigious 2022 Couples' Choice Award from WeddingWire, a testament to the dedication and excellence of LP'S winning strategy and A Posh Production's ability to always deliver unforgettable event experiences.

Is your business ready for some posh results? Reach out to our team to schedule a no-obligation account consultation and complimentary campaign review.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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