

# MARKETING RESULTS

2021

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**FLOW** BUSINESS

# **MARKETING RESULTS 2021**



# DWF WEBINAR

Caribbean, April 28<sup>th</sup>



## AUDIENCE & GOAL

**BPOs, Enterprise and Government**, virtual event focused on what's next for working in the virtual workspace, and how to adapt your business to meet the challenges of today

## APPROACH

Handpicked respected experts from Jamaica as well the VP of People in LLA to discuss strategies to keep employees engaged & productive, successes already occurring in the Marketplace, the role of technology in enabling WFH security and control and long-term hybrid work strategies for organizations

## EVENT PROMOTION



EMAIL  
MARKETING



SOCIAL  
MEDIA



WHATSAPP



ASSOCIATIONS  
(BPO)



SALES  
ENGAGEMENT



**227**  
REGISTRATIONS



**91**  
ATTENDEES



**35**  
POLL PARTICIPANTS



**28**  
MQLs



**4.3/5**  
OVERALL SATISFACTION

HI-LITES



C-level speakers that employed WFH strategies since the pandemic who were equipped to share a broad perspectives on success, opportunities and learnings.



Virtual, high-quality event, the success of which can be pegged to technical checks executed prior to event as well as meet and greet of panelists and moderator, ensuring ease of conversation on day of execution



Able to influence a shift in culture with almost 35% of customers signaling they want to implement work from home immediately, within 3 months, by the end of the year OR WFH was not an option but is now under consideration given the insights from the webinar



# CYBERSECURITY WEBINAR

## C&W SECURITY TOOLKIT

Another big-ticket item that's top of mind is Cybersecurity. 2020 saw a big uptick in security-related events – as a result of people working from home. Responding to that trend, we ran two webinars, to help businesses get prepared



**BVI**



**25**

REGISTRATIONS



**16**

ATTENDEES



**ST  
KITT**



**82**

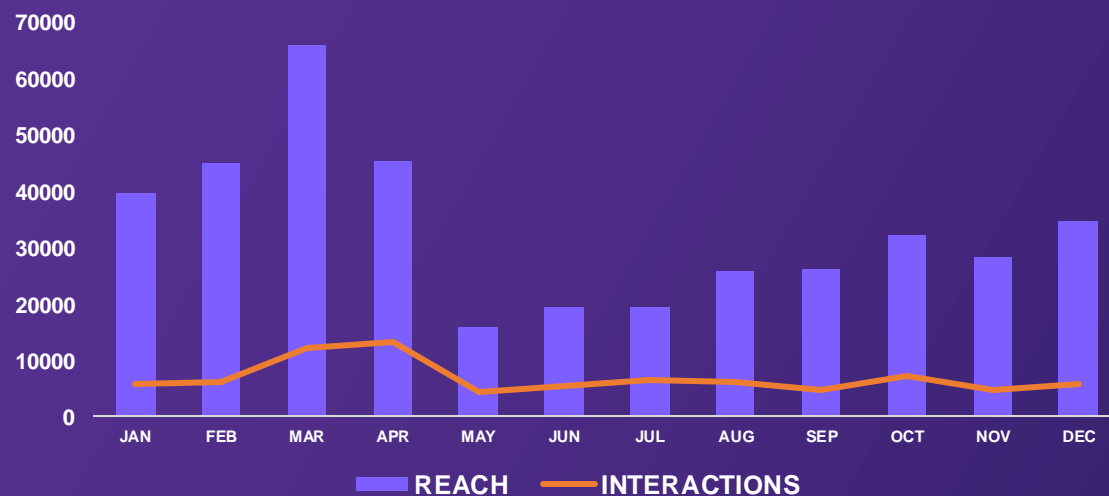
REGISTRATIONS



**55**

ATTENDEES

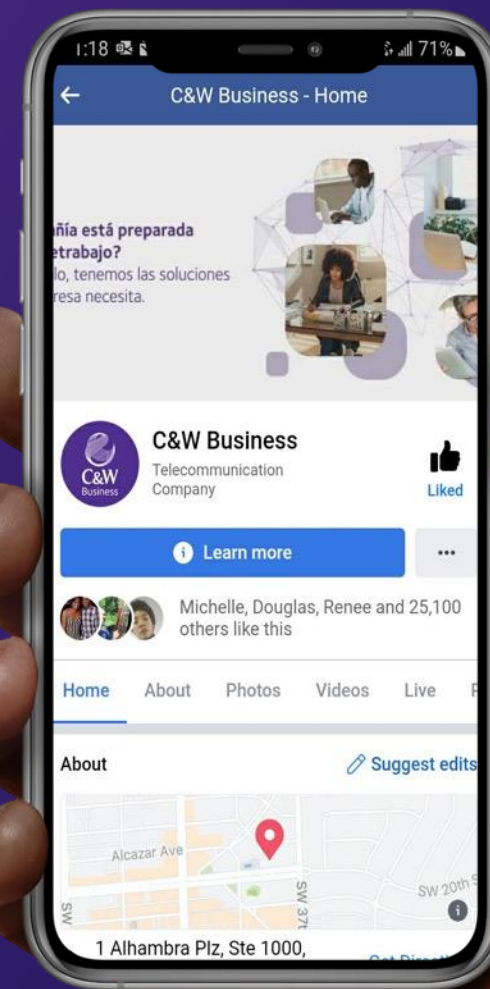
## REACH

**+76K**

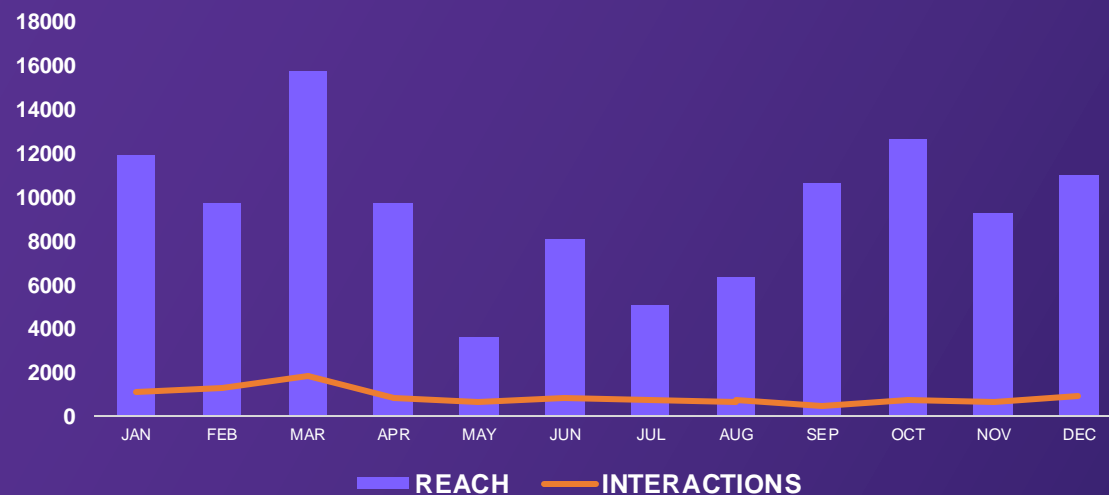
INTERACTIONS

**21%**ENGAGEMENT  
RATE**164**

CLICKS



## REACH



**+9K**

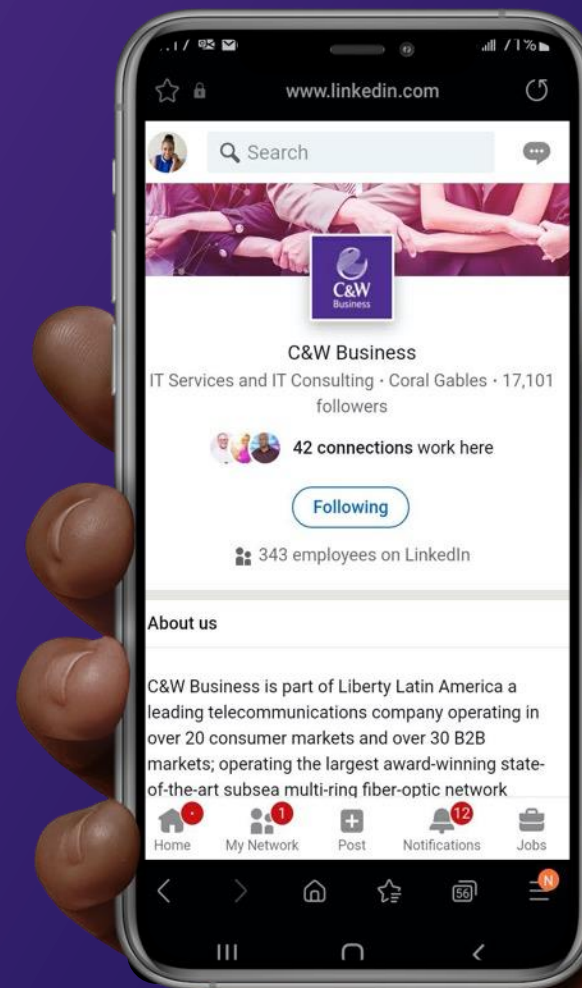
INTERACTIONS

**9%**

ENGAGEMENT  
RATE

**189**

CLICKS





14

CAMPAIGNS

34%

OPEN RATE

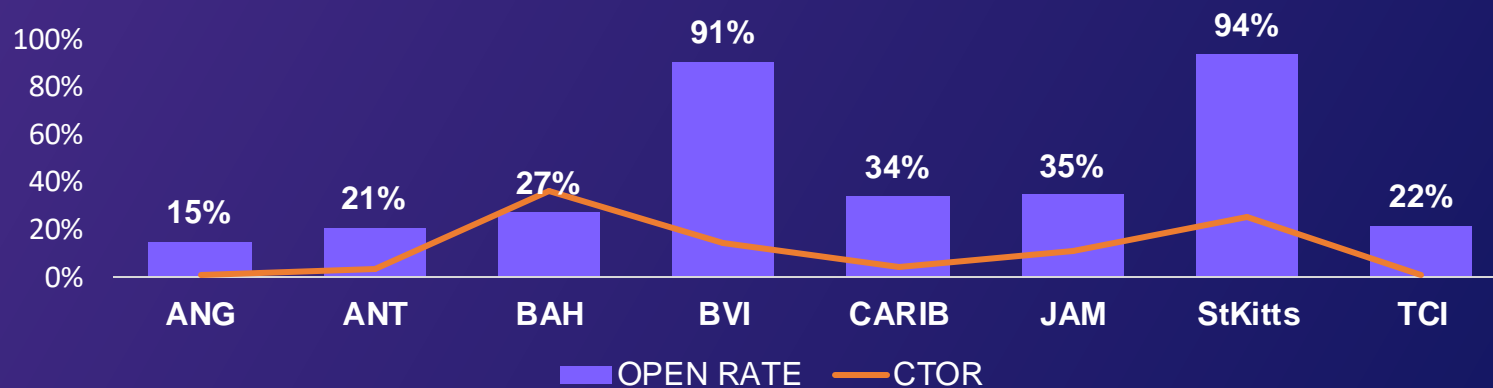
8%

CTR

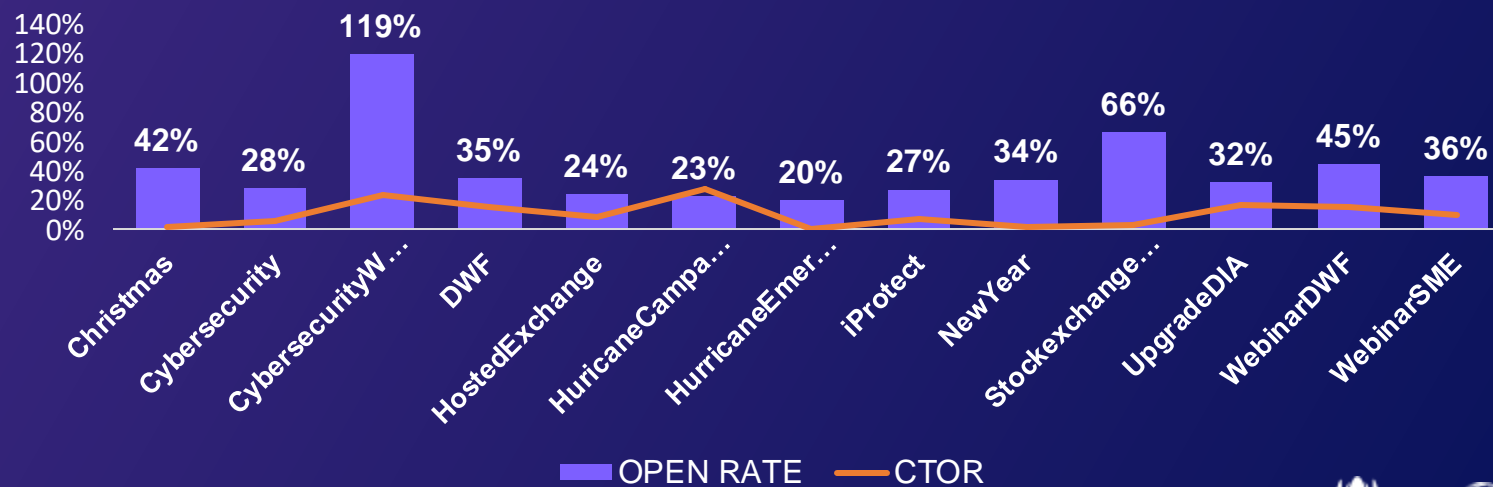
75

SCHEDULED  
APPOINTMENT

PERFORMANCE PER COUNTRY



PERFORMANCE PER CAMPAIGN



# **MARKETING RESULTS 2021**

***FLOW*** BUSINESS



# FLOW BUSINESS EVENTS



**FINANCE 101  
& DIGITAL  
MARKETING 101**

**321**  
ATTENDEES

**65**  
LEADS

## INKNOWLEDGE SMALL BUSINESS FRIDAYS



WEEK 1  
**443**  
ATTENDEES



WEEK 2  
**812**  
ATTENDEES



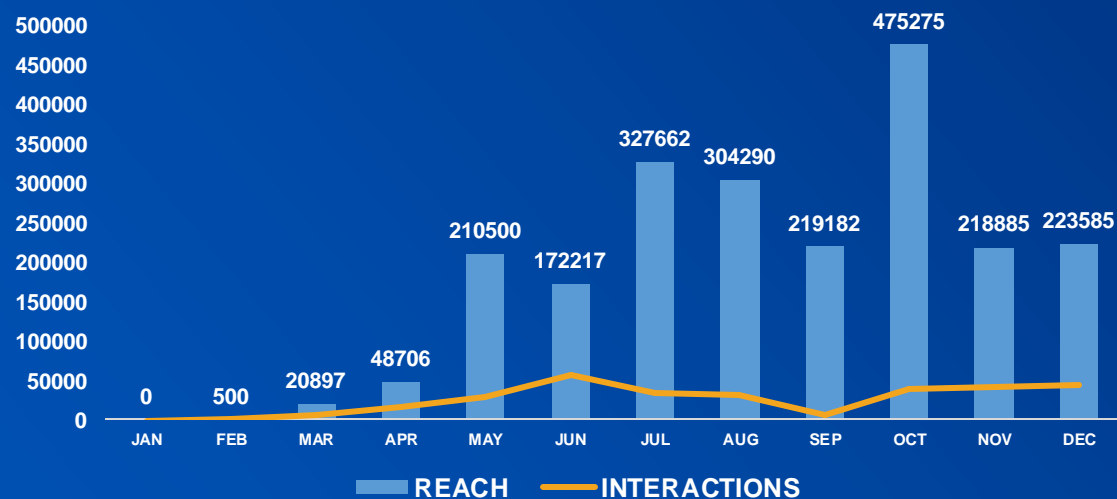
WEEK 3  
**1009**  
ATTENDEES



WEEK 4  
**392**  
ATTENDEES

**We engaged with +2,600  
Business Owners in the  
Caribbean**

## REACH

**+299K**

INTERACTIONS

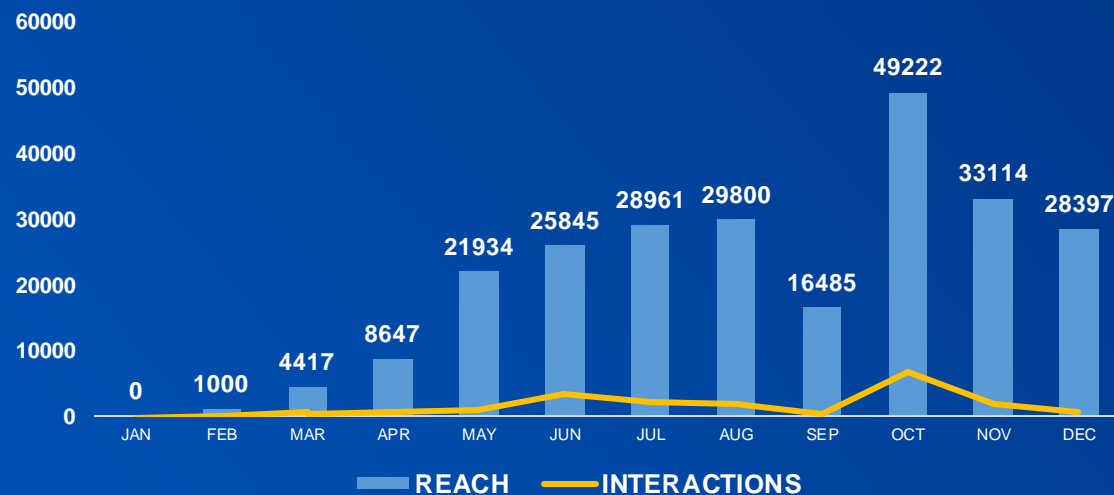
**13,5%**ENGAGEMENT  
RATE**+3.5K**

CLICKS



TOP PERFORMANCE POSTS

## REACH

**+18K**

INTERACTIONS

**7.4%**ENGAGEMENT  
RATE**+2.3K**

CLICKS



TOP PERFORMANCE POSTS

15

CAMPAIGNS

35%

OPEN RATE

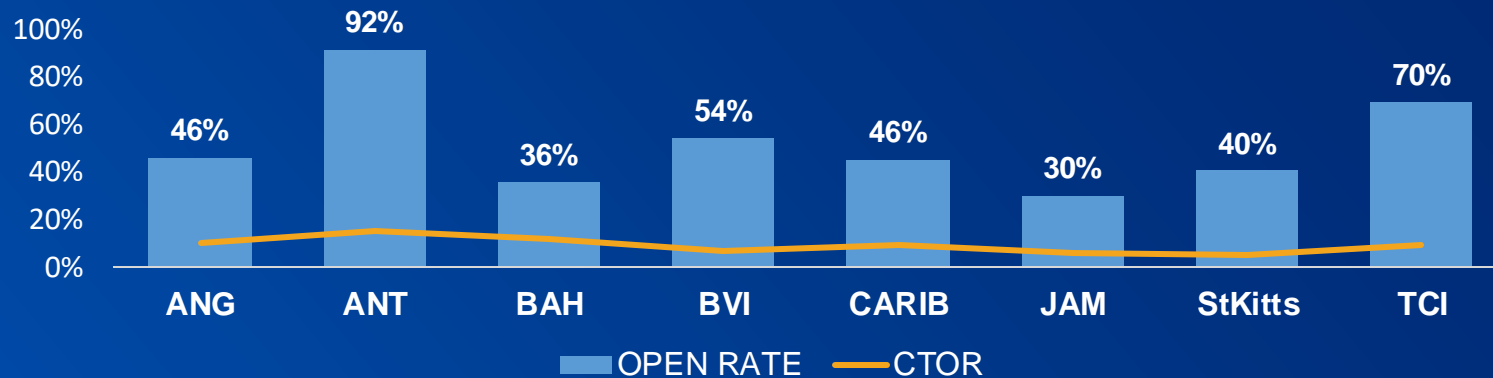
8%

CTR

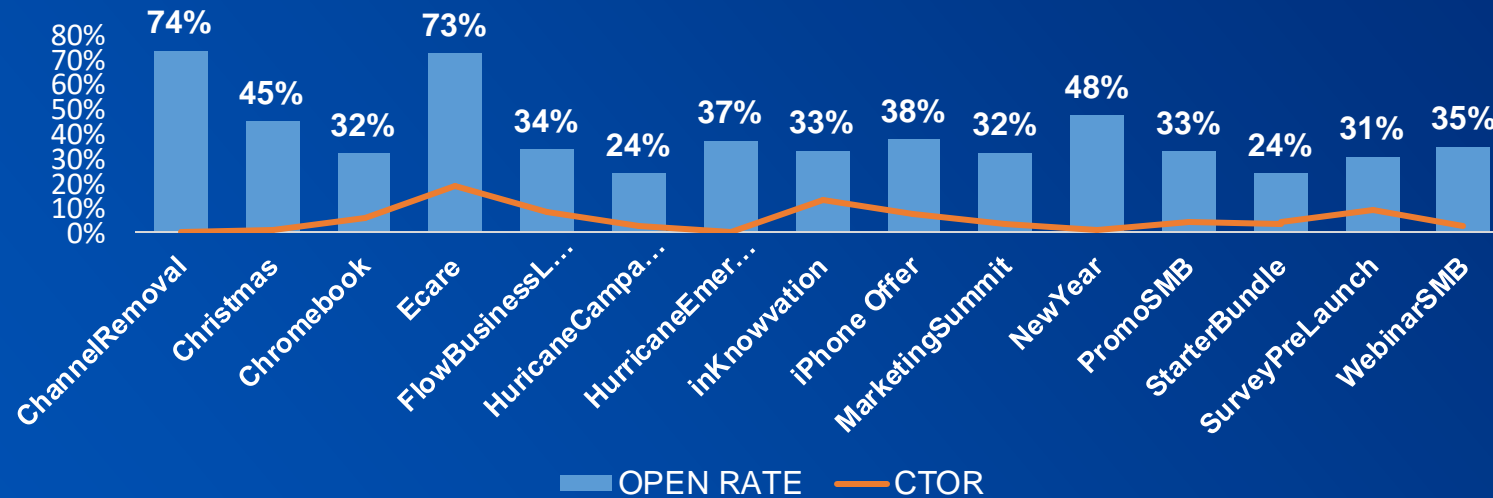
353

SCHEDULED  
APPOINTMENT

PERFORMANCE PER COUNTRY



PERFORMANCE PER CAMPAIGN



# THANK YOU

