

CASE STUDY:

Wisconsin HER Day

Empowering Women. Growing Community.

Annual Women’s Conference for All Women Across Wisconsin

OVERVIEW

Wisconsin HER Day brings together inspiring women leaders from across the state to share stories, expertise, and practical strategies for growth. With topics ranging from career development and mental health to family, relationships, and self-discovery, the event fosters meaningful connection and personal empowerment.

YEAR-OVER-YEAR GROWTH

Year	Key Marketing Efforts	Primary Platforms	Attendance
2023	<ul style="list-style-type: none"><li>2 Months of Social Media consistency before</li><li>Averaging 1 graphic post a week.</li></ul>	Facebook	145
2024	<ul style="list-style-type: none"><li>2 months of social media consistency before</li><li>Averaging 1 photo and 2 graphics a week.</li></ul>	Facebook, Instagram	250
2025	<ul style="list-style-type: none"><li>3 Months of social media consistency before</li><li>Averaging 5-7 posts for week including reels, photos, and graphics.</li></ul>	Facebook, instagram LinkedIn	473

KEY SUCCESS FACTORS

- Strong brand storytelling through consistent content
- Increased video engagement, including reels and testimonials
- Speaker and sponsor collaboration through soial media kits
- Strategic timeline that built momentum leading into the event

A 226%

increase in attendance over two years.

Demonstrated success in bullding community, brand awareness. and nonprofit event growth through modern digital marketing strategies.