510,000 online ad impressions

25,000 mailed invites to alumni, community partners and high schoolers

More than 32,000 email invites sent with 27% open rate

Web Traffic
Nearly 6,000 pageviews with average time on page nearly three minutes

12 print ads

1,295 RSVPs through Eventbrite

Social Engagement
More than 20 posts reaching our social network through Facebook, Instagram, LinkedIn, Twitter

Seen and Heard
Paid and placed media in Greenville News, Fox Carolina, GVL Today, Greer Today, Upstate Biz SC, Community Calendars, Greer Citizen, Augusta Road Neighbors, Eventbrite, Facebook, LinkedIn, Twitter, Instagram, Google, Greenville Business, WSPA, WYFF, TOWN, Fairway, WJMZ, WSSL, ETV/NPR, GSA Business, Greenville Journal

Radio
24 spots on SC Public Radio to influencers and partners
107 spots on WSSL and WJMZ (traditional and online radio) and live radio remotes

12 placed stories before, during and after event

Billboard
5 weeks on 6 locations

COMMUNITY FEST
@ GREEN ILLE TECH