



Marketing Review

Event Date: March 5, 2024 (Virtual)

Campaign: EO Powerhouse Speakers Series – Brené Brown

Category: Integrated Campaign – Social, Email & Event Marketing

This document includes both the strategic campaign summary and original copy examples as submitted for creative approval.

Overview

Developed multi-channel campaign assets for Entrepreneurs' Organization's Powerhouse Speakers Series featuring Brené Brown.

The campaign was designed to drive global member registration for a live virtual event on courageous leadership, vulnerability, and the future of work.

Approach

Social Media Campaigns

- Drafted multiple caption sets tailored for EO's global channels.
 - Created content waves: early teaser posts, mid-campaign reminders, and a final push before the event.
 - Outlined creative elements including speaker headshots, logos, event links, and branded carousels featuring quotes from *Dare to Lead*.
 - *NOTE: Messaging was intentionally repeated across posts to reinforce visibility and ensure consistency across EO's global channels.*
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Email Marketing Campaigns

- Wrote member-facing emails at three stages: (early teaser, reminder, final call).
 - Built body copy highlighting Brené Brown's credibility while encouraging engagement.
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Strategic Planning & Collaboration

- Structured a three-week rollout sequence (early February → mid February → early March).
 - Coordinated messaging approvals with Brené Brown's team to ensure alignment and accuracy.
 - **Aligned messaging across 60+ countries and multiple time zones, ensuring a unified member experience worldwide.**
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Impact

- **Boosted global member registrations by +26% and increased email open rates by +33%, surpassing EO's benchmarks.**
 - **Sustained visibility across EO's channels for four consecutive weeks, with aligned messaging in 60+ countries and multiple time zones.**
 - **Elevated EO's reputation as a global thought leadership hub, engaging a community of 18,000+ entrepreneurs worldwide.**
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Phase 1: Early February 2024 – Teaser Campaign

EO Social Post

IMAGE PLACEMENT:



CAPTION:

Don't miss our next speaker, Brené Brown, in EO's Powerhouse Speaker Series.

Mark your calendars for the next session!

📅 5 March 2024 @ 10:00 am EST

Register now [LINK]

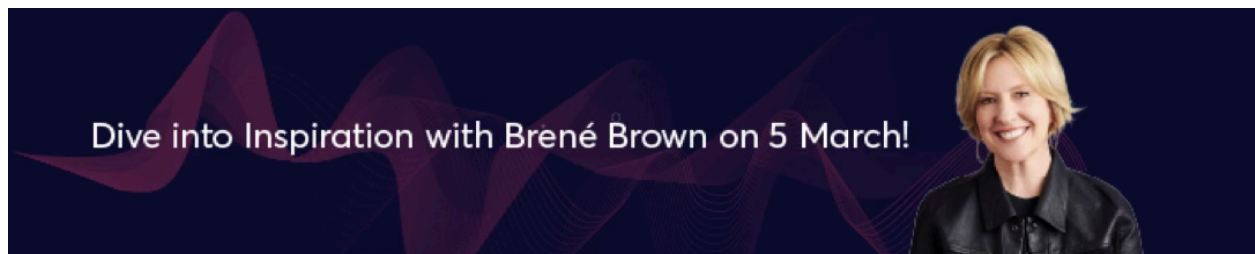
#EOPowerhouseSpeaker #Leadership #Enlightened #Entrepreneurs

EO Members Email

SUBJECT: 🚀 We are gearing up for our next Powerhouse Speakers session with Brené Brown!

PREHEADER: Powerhouse Speakers Series

TITLE: Dive into courageous leadership with Brené Brown on 5 March!



[BUTTON – Register now!]

Join our discussion with Brené Brown! This 60-minute virtual interview will be thought-provoking, insightful, enlightening, and one you won't want to miss.

Elevate your learning experience by registering with your Forum peers today!

Let's explore, learn, and grow together, exchanging valuable feedback every step of the way!

[BUTTON – Register now!]

Phase 2: Week of February 19, 2024 – Reminder Campaign

Note: Messaging was intentionally repeated across posts to reinforce visibility across EO's global channels.

EO Social Post

IMAGE PLACEMENT:



CAPTION:

Don't miss our next speaker, Brené Brown, at the next session of EO's Powerhouse Speaker Series. Mark your calendars!

📅 5 March 2024 @ 10:00 am EST

Register now [LINK]

#EOPowerhouseSpeaker #Leadership#Entrepreneurs

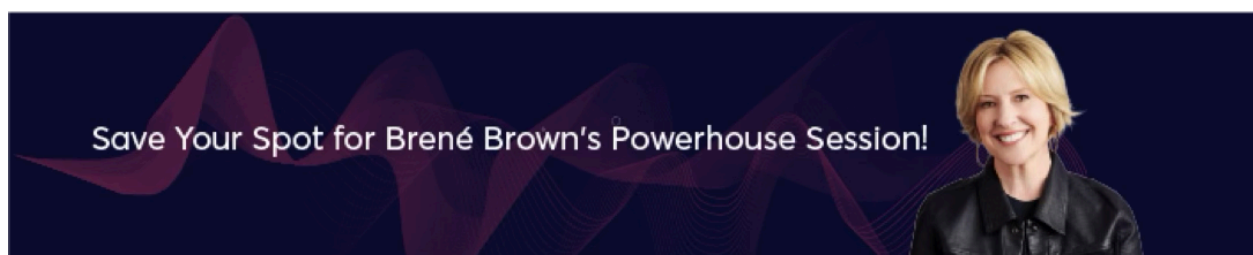
EO Members Email

SUBJECT: 🕒 It's almost here! Join us for our next Powerhouse Speakers session on 5 March 2024 with Brené Brown!

PREHEADER: Powerhouse Speakers Series

TITLE: Save Your Spot for Brené Brown's Powerhouse Speakers Talk!

IMAGE PLACEMENT



[BUTTON – Register now!]


Brené Brown is a research professor and author known for her work on topics related to vulnerability, shame, empathy, and courage. Her research and insights have had a significant impact on personal development, psychology, and leadership, making her a widely recognized and influential figure in these fields.

As a storyteller, researcher, and thought leader, Brené's impact extends far beyond academia. She encourages individuals to dare greatly, showing that vulnerability is not a weakness but a source of strength. Through her words and experiences, she sparks a collective awakening to the transformative power of embracing our true selves.

Brené Brown's journey is a call to action, inspiring us to step into the arena of our lives with courage, compassion, and a commitment to wholehearted living. In a world that often values perfection over authenticity, her story serves as a guiding light, reminding us that true connection and fulfillment come from embracing our vulnerabilities and daring to be seen.

Join us for our next Powerhouse Speakers session with Brené Brown and learn more about courageous leadership!

Don't miss the next general session!

 5 March 2024 @ 10:00 am EST

[BUTTON – Register now!]

Phase 3: Week of February 26, 2024 – Additional Teaser


EO Social Post

IMAGE PLACEMENT:



CAPTION:

Don't miss our next speaker, Brené Brown, in EO's Powerhouse Speaker Series. Mark your calendars for the next session!

 5 March 2024 @ 10:00 am EST

Register now [LINK]
#EOPowerhouseSpeaker #Leadership #Entrepreneurs

Phase 4: Early March 2024 – Final Push

EO Social

IMAGE PLACEMENT:



CAPTION:

Don't miss-Brené Brown at the next session of EO's Powerhouse Speaker Series.

Mark your calendars!

📅 5 March 2024 @ 10:00 am EST

Register now [LINK]

#EOPowerhouseSpeaker #Leadership #Entrepreneurs

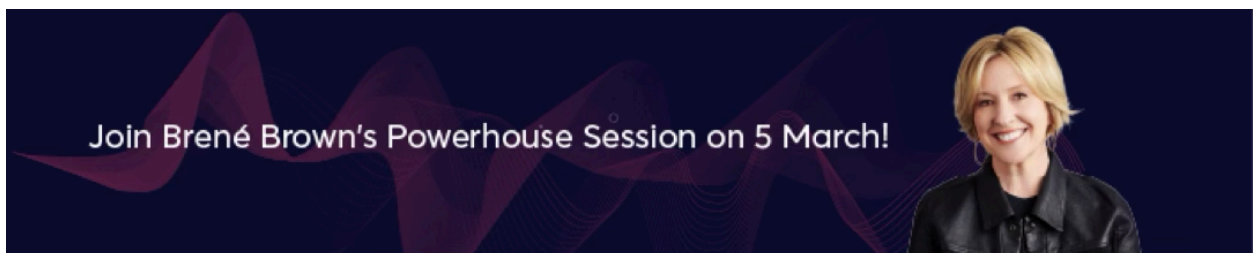
EO Members Email

(Send out Friday March 1st)

SUBJECT: 🌟 Final Call! Don't miss out! Brené Brown is joining us 5 March for Powerhouse!

PREHEADER: Powerhouse Speakers Series


TITLE: Final Call! Ignite Insight and Join Brené Brown's Powerhouse Session on 5 March



[BUTTON – Register now!]

Join us for a 60-minute virtual interview with Brené Brown and learn about courageous leadership. Elevate your learning experience by registering with your Forum peers today!

Let's explore, learn, and grow together, exchanging valuable feedback every step of the way.

Mark your calendars for our next Powerhouse Speakers session with Brené Brown:
 5 March 2024 @ 10:00 am EST

[BUTTON – Register now!]
