



MCI Group 6h



#Instagram Stories



BUILD BRAND BUZZ

BEHIND THE #SCENES ACCESS

Everyone wants to know what is going on behind the scenes. Such as traveling to the venue, or building the main stage. It allows for a closer connection with your audience, and gets them excited.



#INFLUENCER PARTNERSHIPS



Work with Instagram influencers to help build up buzz for your brand or event. They connect their audiences with your brand or company. Or perhaps, get them to do an Instagram take-over on your account.

CONTINUE WITH IT, #DON'TSTOP

The minute you stop, the minute you lose your audience's attention. Continue even after the event is over - and start way before the event begins. Tease what is coming, allow them to join in the conversation, invite brand ambassadors to do their thing, and create a habit for people to continuously go back to check what is next on your insta-story.



Check out our brands and our own Instagram accounts, to see BTS images of events and experiences
@mci @mciexperience @ovationdmc

