



# UMOVE

M A R K E T I N G

Where Insight & Creativity Collide.  
Eastern United States Dancesport Championships  
Digital Marketing Case Study by Guy Platt



## CASE STUDY

How UMove Marketing helped  
Eastern United States Dancesport Championships  
DOUBLE their social media reach  
with a branded campaign.



# The Client



Eastern United States Dancesport Championships (EUSDC) is one of the longest running competitions in the United States, having run since 1968. In fact, EUSDC is one of the three original Championship events organized by the United States Imperial Society of Teachers of Dance (USISTD).

Currently, EUSDC is organized by Mark Nocera - former North American Champion, United States Vice-Champion, and Semi-Finalist at the World 10 Dance Championships. Mark is a longstanding member of the ballroom dancing world, having danced and taught for over 40 years.

[www.easternunitedstateschampionships.com](http://www.easternunitedstateschampionships.com)



# The Challenge

“We were trying to reach people beyond our organizer’s personal network. And you know, word of mouth can only go so far.”

For the past five years, Mark and his team have been laser focused on one goal: increasing the event’s reach and inviting talented dancers across the United States to compete at EUSDC.

“There are about 150 ballroom competitions a year in the country. Even though we have a prestigious title, we needed to stand out in our marketing.”

For this case study, we were in conversation with Max Greenhouse, the event coordinator who was also handling EUSDC’s social media before Team UMove came in. With Max juggling his core role and social media, content creation for EUSDC’s platforms sometimes took a backseat, which slowed down their growth.

Here’s why: when you’re building awareness for your event and attracting new people to your social media accounts every day, you need to stay top of mind with fresh content. And not just any content: this needs to reflect your brand visuals (colors and logo) as well as your brand message consistently.

“With everything else I had going on, it was a relief to pass it on to Guy because digital branding and social media are his specialty.”





# The Solution



**To engage and captivate new audiences:**

- **Regular social media content creation**
- **Consistent visual branding**
- **Themed social media campaigns**
- **Updated website**
- **Professional promo videos**



Four years ago, Mark's team hired UMove a couple of months before the event date to boost EUSDC's visibility and increase registrations. Although the deadline was tight, we were able to get the first campaign up and running swiftly.

"The first time round, Guy and his team were able to launch the promo campaign within a couple of weeks of bringing them in, which was amazing."

Since then we've partnered with Mark Nocera and his team on various projects.

After the first promo campaign, Team UMove Marketing started working on a long-term strategy to increase EUSDC's brand awareness.

For this, we created branded templates for EUSDC's Facebook page and Instagram profile, regularly posted video content, as well as used a combination of boosted Facebook posts and paid ads to reach more people.





“We shared our expectations, gave Guy keywords and topics, and he was always able to come up with exciting concepts and brilliant graphics to drive the campaigns.”

However...

after directing traffic to EUSDC’s old website with a couple of paid campaigns, we realized that it needed updating. For one, it was quite slow, and the content didn’t reflect the competition’s dynamic spirit. As a result, people who landed on the website didn’t engage with the content and navigated away before registering for the event.



“With UMove’s help, we shifted our website to Squarespace. We kept some of the old content that was still relevant, while Guy helped us come up with some fresh copy to fill the gaps. Right now it’s fast, user friendly, and the hosting is pretty affordable. We get more clicks on the website too and I have to say it’s the best competition website out there.”



Another key piece that indirectly increased EUSDC's registrations over the years is the promo videos Team UMove conceptualized, shot, and edited.

Until a few years ago, video marketing was unheard of for events and competitions. But after several years in social media marketing, we've realized that videos capture the energetic vibe of events far better than static posts. Naturally, they've become the piece de resistance of EUSDC's social media strategy.

"The promo videos Guy and his team created for us are exceptional. They draw people in and we love the quality of UMove's work."



<https://www.youtube.com/watch?v=-KC7g1CYmhM>







“Our reach has doubled and people are impressed with our image!”

Since partnering with UMove Marketing, EUSDC’s Facebook following has doubled. They started with 1500 followers and now they’re at 3000. Their Instagram page has also added 800 new followers in the past few months.

Moreover, by keeping their visual branding and marketing messages consistent, we’ve ensured their followers have a clearer idea of what EUSDC stands for and how they can benefit by competing here.

Our work together has also freed up Max Greenhouse and other members of Mark’s organization team, which means they get to focus on their core responsibilities without having to moonlight as marketers in their spare time.

“With Guy handling social media for us, I could focus on the logistics of event coordination and stop worrying whether we could get more people to attend.

If you’re looking for an objective way to reach more people beyond your personal network, Guy and his team are amazing. They go above and beyond, are easy to work with, and communication isn’t cut and dry with them. And since we’ve been working together for a long time, UMove totally gets us. This means work gets done fast and deadlines are always met, no questions asked.”

## The Impact

"The very first year we engaged Guy to run our branded digital marketing campaign, our registration increased 27% between 2019 to 2020."

When the pandemic hit, Max Greenhouse managed 10 online ballroom competition events. Max reported EUSDC was the most popular virtual event by a landslide, with 2 to 3 times more registrants than any other. Not coincidentally, EUSDC was the only virtual event to engage UMove Marketing.

## Immediate Results





Ready to reach more people and take control of your brand's narrative?

**Let's get moving!**



**U**MOVE  
MARKETING



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THANK YOU!