

Case Study

Driving 2X Attendance for Kama Capital's Seminar

Overview

On **11th September 2025**, Kama Capital hosted a seminar titled “Strategic Trading Decisions: From Trend to Execution” at the Rotana Hotel, Al Ain. The goal was clear: bring together an authentic audience of traders and aspiring traders. The challenge was tougher, **a short timeline, limited budget, and a target of 50 attendees**.

Kama Capital partnered with us to handle end-to-end digital marketing and attendee acquisition.

The Challenge

- Deliver a **highly targeted audience** (active or aspiring traders).
- **Limited budget and time frame** for promotion.
- Generate **at least 50 quality attendees**.

Our Strategy

We designed a full-funnel marketing approach, focusing on **quality over quantity** while still maximizing reach:

1. **Platforms Chosen:** Meta (Facebook, Instagram, Threads) & LinkedIn, best suited for financial/trading audiences.
2. **Creative Development:** High-quality ad creatives designed for each funnel stage:
 - Awareness (highlighting seminar value through UGC & Static images).
 - Consideration (Speaker posts via carousel etc).
 - Conversion (Form CTA with static, carousel and UGC ads).

3. Campaign Types:

- **Traffic campaigns** to prospect new customers.
- **Lead campaigns** to capture high-quality prospects.

Segment 2 - Interest - Lead Form - Al Ain	Off	—	Highest volume Leads	150.00] Daily	Aug 26, 2025, 10... 24 days ago	7...	289 Meta leads	84,434
Segment 4 - Lead Form - Targeted Ar...	Off	—	Highest volume Leads	88.00] Daily	Aug 26, 2025, 9:... 24 days ago	7...	104 Meta leads	52,234

4. Audience Targeting:

- Interest-based (trading, investing, finance).
- Lookalike audiences.
- Retargeting warm leads.
- UGC ads emerged as the **top performer**.

5. Lead Management:

- **Zoho CRM** integrated to capture and manage leads.
- 2–3 reminder emails/messages/calls sent to confirmed registrants for higher turnout.

▼ Saved Filters 4

Al Riyadh Leads 184

New lead - R 2

Contacting - R 48

Registered - R 126

Filter Leads by

Q lead x

Lead Source

is

LinkedIn Meta Ads Website

▼ System Defined Filters

--No Matching Fields--

▼ Filter By Fields

☐ Lead Conversion Time

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The Results

- **Target set:** 50 attendees
- **Registrations achieved:** 164
- **Attendees present:** 125

Outcome: We overachieved the target by **2.5X**, filling the event with the right audience despite budget and time constraints.

Event Agenda

The seminar covered practical strategies for traders:

- **Market Trend Identification** – Spot high-probability setups with visual cues.
- **Heiken Ashi Technique** – Simplify market view with advanced charting.
- **Risk Management Tools** – Learn how professionals manage risk effectively.
- **Trade Planning & Execution** – Structure trades for consistency.
- **Building a Trading Routine** – Cultivate habits for discipline and clear thinking.

Conclusion

Through a focused digital strategy, data-driven execution, and optimized use of limited resources, we successfully helped Kama Capital **exceed their attendee target by more than 2X**. The campaign not only brought in numbers but ensured the audience was authentic, traders and aspiring traders who actively engaged in the seminar.