

# LAMMA Innovation Awards marketing reach



## 6 videos

posted on Farmers Guardian,  
FG Machinery and LAMMA  
social media



with a total reach of  
**9,000**

## 84,000

total social media  
impressions



## Press release

distributed to leading farming titles  
announcing medal winners

## Innovation Trail

at LAMMA showcasing  
medal winners



## Extensive editorial

in Farmers Guardian from  
September to January



2 email marketing campaigns  
for exhibitors and visitors

**40% open rate**  
**28% CTR**



**2** dedicated webpages promoting  
medal winners on LAMMA.co.uk