

EFFECTIVE SOCIAL MEDIA MARKETING USING FACEBOOK



Clubesque

AT A GLANCE

Clubesque is a 90-minute contemporary cabaret featuring internationally acclaimed singers, dancers, burlesque performers, aerialist and other acrobatic performers, drag queens, and musicians.

L.E.A.D. MEDIA was brought on board to run a nine week social media marketing campaign to drive traffic to their ticket sales page hosted by City Winery.

DETERMINING AUDIENCE/DEMOGRAPHIC

At the outset of the Clubesque social media marketing campaign it was essential to determine the target audience for the ads that will be ran on social media. The main target audience was women, ages 35-54 that were interested in cabaret, dance, entertainment, among other interest. Throughout this campaign, ads were ran to several audiences.

CONTENT CREATION

Clubesque provided high quality professional pictures to start the campaign with. Majority of the campaign, used the pictures provided by Clubesque. Towards the latter end of the campaign, we introduced a 15-second video that would become a relevant piece of content for the target audience and beyond. Strategic messaging was placed on ads based on the audience that was targeted.

AD PLACEMENT

After establishing the audience/demographic and the content that will be used. Through Facebook's Ad Manager, we were able to place Clubesque ads on several social media platforms, the main being Facebook and Instagram Feeds.

KEYS TO SUCCESS

- Unique Brand with a unique show.
- Ads ran to segmented target Audience/Demographic.
- High quality content.
- The introduction of the 15-second video spurred a higher relevance score with audience.
- Great Ad Spend (\$900)

CAMPAIGN STATISTICS

- Total # of Ads: 20
- Total Impression: 128,821
- Total Link Clicks to Ticket Page: 4,733



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*Venue held 300