

STRATEGIC CONTENT MARKETING

EFFECTIVE USE OF VIDEO

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 digital marketing campaign to drive traffic to their ticket sales page hosted by City Winery. Two forms of content were used within the creative to promote Clubesque; graphics and video.



Clubesque

STRATEGIC CONTENT

The Clubesque marketing campaign consisted initially of graphics designed to raise the awareness of the Clubesque brand, their upcoming show, including special offers and discounts. Each graphic created embodied one or more of the above mentioned elements. After creating the content that would 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.

PERFORMANCE & RELEVANCE

As the content was strategically placed as ads on social media. Statistics were generated that revealed how well the content was resonating with the target audiences. Throughout the campaign performance was tracked based on reach, impressions, and link clicks. Through the first few weeks, performance numbers were high, but the content was not generating a high relevance score. The avg. relevance score across the first few weeks was 3 out of 10.

STRATEGIC CONTENT UPDATED

So, in order to improve the relevance of the content, we introduced a 15-second video that represented the Clubesque experience in its entirety. This video would spark an increase in relevance with the target audiences. An increase that would not decline for the rest of the campaign. The 15-sec video increased the campaigns relevancy score from 3 out of 10 to 8 out of 10. This revealed that our client's target audience rather engage with video content vs. graphics.

15-SECOND VIDEO PERFORMANCE

Avg, Relevance Score: 8 out of 10

Total Reach: 21,010

Total Impressions: 32,935

Total Link Clicks to Ticket Page: 2,051

***Venue holds 300 people. This one video generated more than 2,000 link clicks to our client's ticket sales page.**



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