

CASE STUDY

Arts Theater **Email Marketing**

How monthly email filled seats and built awareness for a regional arts theater.

OVERVIEW

Client
Arts theater

Campaign length
Annual campaign

Geography
Southern U.S.

Monthly investment
$1,560

Objectives
Increase brand awareness and promote upcoming events

Products used
Standard Email Marketing

RESULTS

65K emails sent per month

14.1K email opens
21% open rate

2K website visits
3% click-through rate

STRATEGY AND SOLUTIONS

- We used email marketing as a key tactic to promote events and reach new audiences who might not otherwise know about upcoming community performances.
- By delivering tailored content to the right audience, the campaign earned above-average engagement and proved highly effective at driving ticket sales and increasing awareness of the organization's offerings.

Have events to promote? Let's fill your seats.

maxmediadigitalllc.com

Results from a single advertiser; individual results vary.