

VARIOUS CONCERT VENUE ONSALES: LIMITED TIME MARKETING PUSHES

OBJECTIVES

The concert and live event industry runs on limited time pushes for various events. When it comes to boosting ticket sales, increasing attendance, or generating media buzz, limited time marketing pushes play a big part in the industry as a whole.

SOLUTION

Utilizing a comprehensive marketing strategy, including email blasts, promo codes, and local influencer marketing, Rob played an integral part in boosting ticket sales for multiple concert venues. Through targeted email campaigns, we reached our subscriber base with offers and highlights for upcoming events. Promo codes incentivized purchases and tracked the effectiveness of our various marketing channels, providing valuable insights for future campaigns. Additionally, collaborating with local influencers amplified our reach and credibility, reaching new audiences and enhancing our venue's reputation as a must-visit destination for live entertainment. As a result of these multifaceted marketing efforts, we saw a substantial increase in attendance and revenue, solidifying our position as a leading concert venue in the region.

RESULTS

1. New data insights

Multiple experiences in onsales lead to knowledge of ticket sale trends by genre, day of week, and venue, which helped venues determine if their sales timelines were on track. It also led to venues changing their content strategy around channel effectiveness when it comes to driving ticket sales.

2. Higher venue visibility

Revisions in content and channel strategies, alongside local influencer marketing efforts, drove higher engagement on social media and greater organic search traffic to venue websites during each targeted campaign.

3. Upsell opportunities for existing customers

In certain cases, reserved seating, promo codes, merch bundles, and VIP add-on options were announced at later dates to supplement events that were lacking in general ticket sales.



AT A GLANCE

CHALLENGES

- Boosting ticket sales
- New customer acquisition
- Media attention & interaction

RESULTS

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ROB VAN AUKEN

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"We love working in the music and event industry! It's always something new and exciting and that's the reason we come to work."

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