

# MALTZ PERFORMING ARTS CENTER: EMAIL MARKETING

## OBJECTIVES

The Maltz Performing Arts Center (MPAC) was one of a handful of new venues opening in Cleveland pre-Covid, but had limited reach due to small budget and a live music niche that didn't resonate with many in the area. Using MPAC's existing customer base, Rob was tasked with improving communication between the venue and ticket holders. Prior to Rob, MPAC did not have contact with ticket buyers after the ticket purchase. By crafting engaging and compelling content about the venue, the building's history, and upcoming events, Rob hoped to engage ticket buyers and previous event attendees alike.

## SOLUTION

Meticulous content planning, customer journey research, and discussions with ticket buyers resulted in a multitude of changes. Reminder emails the day before an event offering parking passes saw revenue increase and lines to park move more quickly. A themed month of emails about the building's history before being purchased by Case Western Reserve University saw patron engagement increase and in conjunction, direct visits to the venue's website increase.

Rob's expertise in crafting compelling email campaigns resulted in open rates over 20% higher than industry average and a click through rate more than 7% higher than industry average. The venue also experienced a 21% increase in ticket sales and a year-over-year increase in website traffic of 41%.

## RESULTS

### 1. 21% Increase in ticket sales

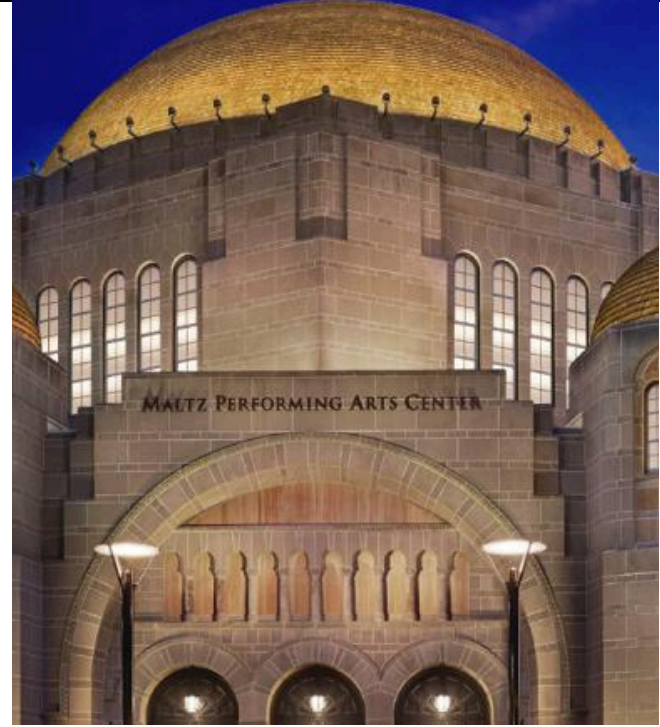
MPAC had a large increase in ticket sales directly from email and social campaigns built and executed by Rob.

### 2. Year-over-year website increase of 41%

MPAC's website, built and maintained by Rob, had a 41% increase in visitors year-over-year as a result of Rob's continuous email efforts.

### 3. Email click through rates 7% higher than average

Email copy, written and produced by Rob, saw a click through rate 7% above industry average. This can be attributed to Rob's copywriting, focusing specifically on the history and significance of the performing arts center.



## AT A GLANCE

### CHALLENGES

- Existing customer retention
- Niche market events
- Media attention & interaction

### RESULTS

- 21% increase in ticket sales
- 41% increase in YOY website visitors



## ROB VAN AUKEN

Founder & President  
*Brassic Media*

"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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