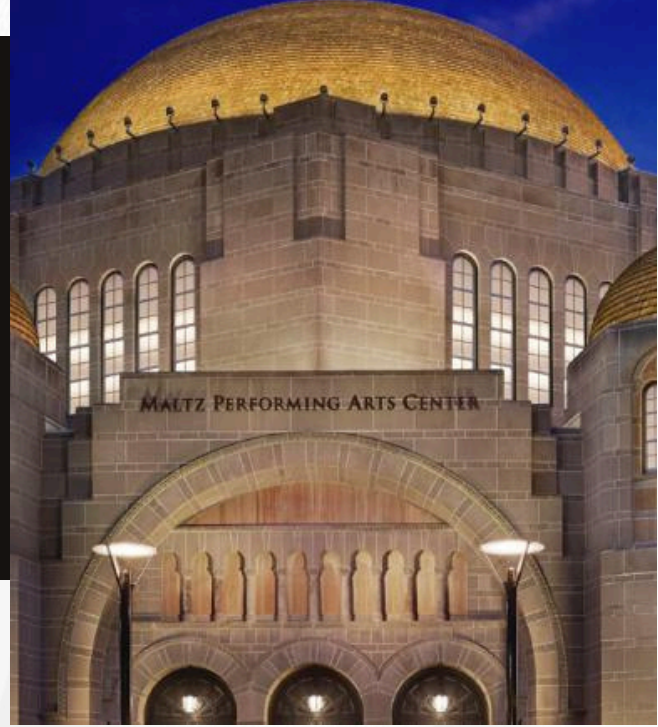


# MALTZ PERFORMING ARTS CENTER: CASE STUDY



## OBJECTIVES

This medical research university purchased a large performing arts center and needed help with getting the venue off the ground and running towards a break-even point. Rob was originally brought in to manage the venue box office, but the university itself was looking for help with customer retention, new customer acquisition, and media attention in a city filled with event and performance venues.

## SOLUTION

In addition to running the box office and sales for the performing arts center, Rob developed content calendars, and wrote copy across multiple platforms to engage existing customers in the hope of retaining their business, and drew in new customers.

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

The performing arts center saw 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%

The performing arts venue's website, built and maintained by Rob, had a 41% increase in visitors year-over-year as a result of Rob's SEO and SEM work.

### 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
- New customer acquisition
- 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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