

# LIVE! STREAMED @ SILVER HALL: ANALYTICS & REPORTING

## OBJECTIVES

LIVE! streamed @ Silver Hall was a concert series Rob did the design, booking, hosting, promoting, and recording work for this streaming series the staff of the venue put on during lockdown. The main objective of this limited concert series was to showcase the venue's unique ability to stream and host events while other venues in Cleveland were shut down. It was also imperative to show the venue's staff was worth of staying employed during a time when many venues were laying employees off.

## SOLUTION

Rob utilized virtual attendance data from Zoom and Google Analytics to refine marketing strategies and decisions for each performer and genre, tailoring the event experience for attendees and performers alike. This approach not only boosted revenue opportunities for the bands and performers but also enhanced overall audience engagement and satisfaction.

## RESULTS

### 1. Refined marketing strategies

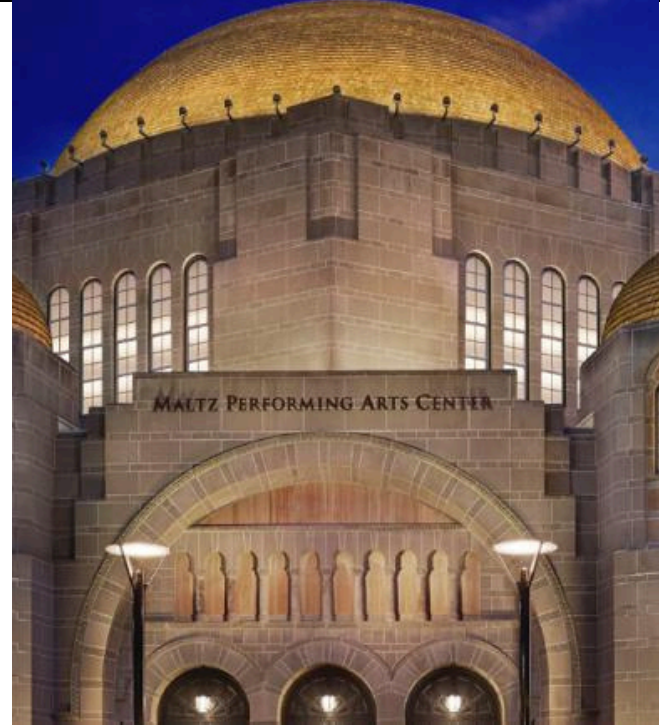
Refining marketing strategies involves analyzing data to identify which tactics resonate most with the target audience, allowing for more targeted and effective promotional campaigns. By leveraging insights from virtual attendance data, Rob was able to refine marketing strategies, ensuring that promotional efforts were optimized to attract and engage attendees, ultimately driving higher ticket sales and revenue for the performers.

### 2. More tailored event experience

Rob crafted a more personalized event by studying attendee preferences and behavior, adjusting elements like lineup and venue layout accordingly. This tailored approach boosted attendee satisfaction and engagement, resulting in a memorable event experience.

### 3. Increased revenue opportunities for performers

Rob boosted revenue opportunities for performers by leveraging attendee data to tailor marketing strategies, attracting more stream views and boosting tips to performers. Additionally, he explored sponsorship and merchandise opportunities, maximizing revenue potential for the performers participating in the series.



## AT A GLANCE

### CHALLENGES

- Covid disrupting performances and events
- Small budgets and limited promotions
- Limited staff availability

### RESULTS

- Refined marketing strategies for future streaming only events
- Increased revenue opportunities for performers



## ROB VAN AUKEN

Founder & President  
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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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