

# LIVE! STREAMED @ SILVER HALL: CONTENT MARKETING

## OBJECTIVES

Livestreamed concerts were how we stayed connected with fans during COVID lockdowns, and content marketing helped us make it a success. It was all about sharing engaging content to attract new viewers, sell tickets, and keep our brand strong. Plus, it was a way to show off what made our venue special and stay relevant even when we couldn't have live events. Ensuring a robust content marketing strategy remained crucial for the venue if it faced similar challenges in the future.

## SOLUTION

To meet the goals we set for ourselves, we focused on crafting engaging content and promoting our livestreamed shows through multiple digital channels and email marketing. By consistently delivering video content from local and regional performers, we boosted views of events and stayed connected with fans, ensuring the success of our venue during tough times. Additionally, we closely monitored audience feedback and engagement metrics, allowing us to continuously refine our content strategy and optimize our approach for maximum impact.

## RESULTS

### 1. Increased content output across channels

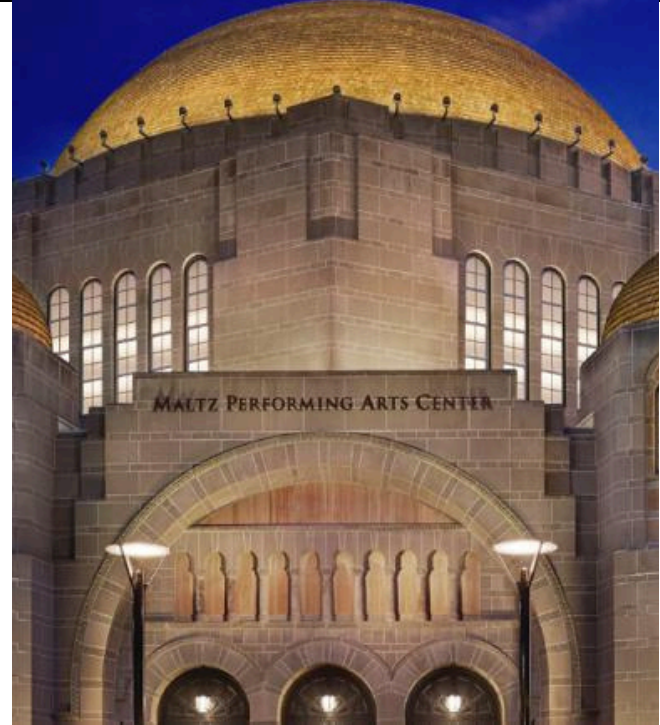
Sharing new, engaging content from a venue that had previously not had a concrete content marketing strategy helped us when it came to engaging new audiences, media outlets, and existing customers.

### 2. Staying in front of fans and local media

Because we were the only venue running shows during Covid, we were able to stay in front of new and old fans as well as local media with less spend going towards performance marketing than previously thought.

### 3. Content strategy changes

With the newfound freedom of being the only venue in the game, we were able to change the types of content we produced and the tone and messaging by concert. The longer this series went, the more we were able to improve the effectiveness of our communications



## AT A GLANCE CHALLENGES

- Staying connected with fans during lockdown
- Staying relevant during a time period we couldn't have events
- Producing engaging content with an extremely limited budget

## RESULTS

- Increased content output across channels
- Content strategy changes for future



## 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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