

## CASE STUDY

### NOW PLAYING UTAH

Now Playing Utah (NPU) has a simple goal: increase awareness about arts and cultural opportunities throughout Utah. NPU's comprehensive calendar accomplishes this by linking to hundreds of different websites.

NPU needed our help to boost traffic to Utah's largest event database. We love a good party as much as the next person, so we threw on our dancing shoes and got busy.

**1,020%**

INCREASE IN SOCIAL MEDIA TRAFFIC

*WE LET THE DATA DO THE TALKING*

## CHALLENGE

The number of visitors to the NPU website declined after the launch of a newly designed site. The site looked great, but we needed to get visitors back on track. We also had to break through the clutter and emerge as an events leader in a space dominated by Google and event listing websites, including City Weekly, Utah.com, Eventbrite, etc. The NPU team lacked the time and resources to manage a social media campaign and meet these challenges internally.

## SOLUTION

- We uploaded existing NPU email subscribers to Facebook to create a new audience segment for the purpose of attracting qualified leads. This enabled us to create look-alike segments and provide key insights into NPU's existing audience base.
- Rather than rely on generic ads, we produced event and venue-specific creative which we cycled and tested throughout the campaign to optimize results.
- We presented specific audiences with imagery uniquely designed to appeal to their interests, behaviors and demographic.
- We utilized Facebook's and Instagram's intricate targeting capabilities, which was key to the success of Now Playing Utah's social media presence.

## RESULTS

Our team drove down CPCs month-over-month and sent thousands of new users to the NPU site by regularly updating our ads, tracking and analyzing results and split-testing, optimizing and testing new audience segments accordingly.

**64%**

INCREASE IN SESSIONS YOY

**69%**

NEW VISITORS YOY

**69%**

INCREASE IN GOOGLE ORGANIC TRAFFIC

**1,020%**

INCREASE IN SOCIAL MEDIA TRAFFIC

### POWER OF PARTNERSHIP

We understand social media can be daunting. Our Marketing Intelligence Team and social media specialists helped NPU remove the guesswork and replace it with solid strategy. We'd love to do the same for you.

