

The Encore Musical Theatre Company

Encore’s social media audience was not growing and their content was not creating any engagement. Although they had a good amount of followers already, that number was not reflecting in their engagement.

Project Goals

- Increase Instagram and Facebook following and engagement
- Increase website traffic

Strategy

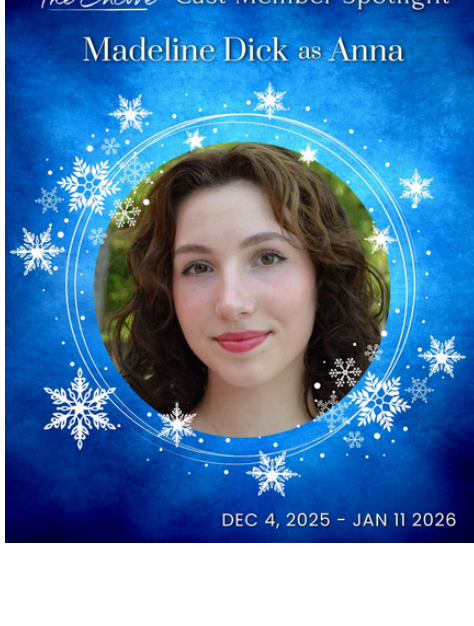
- Highlight the creative process behind each musical.
- Create a consistent posting schedule
- Feature the cast and crew instead of show posters to create a more intimate social presence
- Create UGC for a wider reach

Implementation

- Design cast bios incorporate Instagram takeovers with actors to increase reach and dip into the actor’s social audience.
- Utilize Instagram and Facebook stories to engage with followers through polls and daily questions.
- Create reels to gain more reach and better discovery
- Create a UGC campaign by offering discounts on concessions if patrons utilize the theatre’s photo booth and tag Encore’s socials in their photos.

Results

- Website traffic increased by 280.9%
- Facebook reach increased by 60.2%
- Instagram engagement increased by 100%
- Both platforms increased their following by 1.5K
- Online ticket sales doubled



Project Duration: 5 months



National Emoji Day quiz post



Spotify Wrapped Annie musical post



Get your tickets for Oklahoma post

Life for Relief and Development

Project Goals

- Increase donation revenue for Ramadan
- Increase Facebook reach
- Increase Facebook followers



Beginning of Ramadan post

Strategy

- Appeal to the non Muslim population to increase donations and reach
- Create emotionally appealing content that drives an increase in donations
- Consistently feature content that showcases how the donations are being implemented
- Create a paid ad campaign for a wider reach

Implementation

- Create a series of infographics and posts that explain what Ramadan is for the non Muslim population.
- Strategically boost Ramadan ads in Muslim populated areas utilizing A/B testing.
- Create reels of each donation distribution to boost discoverability and to ensure trust that each donation is being used as advertised.
- Collaborate with overseas offices to incorporate Instagram live sessions to appeal to the muslim community and showcase the distributions real time.

Results

- Facebook reach increased by 9.6 million
- Facebook engagements increased by 800,000
- Following increased by 800

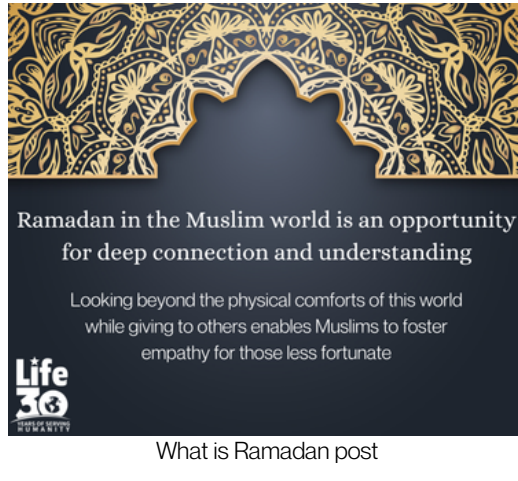
Project Duration: 1 month



Remember your Zakat post



Food basket donation post



What is Ramadan post

The Senate Theater

Project Goals

- Raise \$15,000 for the new projector fundraiser
- Increase awareness for the fundraiser event
- Increase website traffic



Volunteer highlight post

Strategy

- Collaborate with fellow graphic design volunteers to create a brand for the event
- Collaborate with event partnership, vendors, and entertainment to crosspost to expand our audience
- Utilize paid ads to expand the theater’s reach for higher ticket sales and donations

Implementation

- Utilized Instagram stories to showcase behind the scenes planning content to generate hype from our current followers to purchase tickets
- Created a fund tracker graphic for followers to track our fundraiser process as well as encourage more donations
- Created two meta paid ads that highlighted the event for ticket sales and the fundraiser to support donations. This ran from the beginning of the campaign until the day after the event.

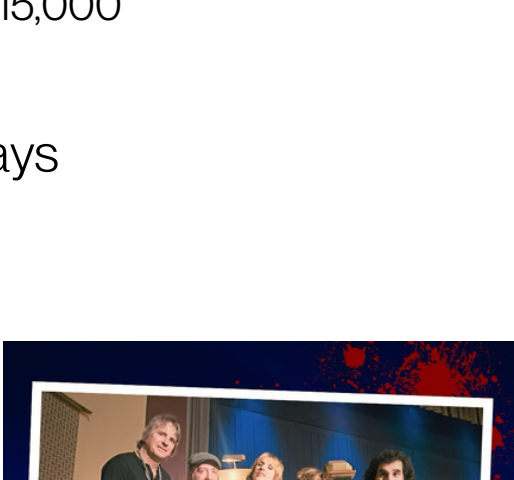
Results

- Instagram reach increased by 58%
- Instagram following increased by 126%
- Website traffic increased by 25%
- Raised \$12,305 out of \$15,000

Project Duration: 15 days



Fundraising event post



Meet the band post



Fundraiser tracker post