

MAILER:

Jacksonville Symphony Orchestra

OBJECTIVE:

Jacksonville Symphony Orchestra faced the challenge of increasing ticket sales during the holiday season.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of Classical and Pop Music Enthusiasts with an upper household income range in the Jacksonville Metro Area to promote late season ticket purchases while positioning event tickets as an ideal holiday gift for fans of musical performances. The offer was designed to promote the New Year's Eve concert as well as highlight performances scheduled for winter and spring shows. eTargetMedia strategically selected the targeted list of Music Appreciation to select an audience that comprises an ideal fit for ticket sales for the Jacksonville Symphony Orchestra. The offer included the opportunity to sign up to receive notification of upcoming news and events, the opportunity to purchase tickets immediately to highlighted shows, a performance schedule, and links to videos, cultural events, volunteer opportunities and all the latest information for the upcoming season.

OUTCOME:

The email campaign was highly successful in regards to significantly above industry average open and click through rates as well as resulted in increased traffic, increased site engagement, an overall increase in registration to the client's retention list, and an increase in ticket sales to performances promoted in the targeted email campaign.



Share the Joy of Music.

The Perfect Holiday Gift for Your Music Lover!
Click here to order.

12/31
WED 9PM
TOAST! TO THE NEW YEAR!
CONCERT • AFTER-PARTY FIREWORKS

1/16 1/17
FRI 8PM SAT 8PM
THE COCKTAIL HOUR:
MUSIC OF THE MAD MEN ERA

1/24
SAT 8PM
THE MUSIC OF WHITNEY HOUSTON
STARRING BROADWAY SENSATION RASHIDRA SCOTT

2/7
SAT 8PM
PORGY AND BESS
OPERA-IN-CONCERT

2/13 2/14 2/15
FRI 11AM/8PM SAT 8PM SUN 3PM
POPS IN LOVE
AN EVENING OF ROMANCE!

3/6
FRI 8PM
AN EVENING OF STORIES AND SONGS WITH PAUL WILLIAMS

3/21
SAT 8PM
AN EVENING WITH AUDRA McDONALD
SIX-TIME TONY AWARD WINNER!

5/2 5/3
SAT 8PM SUN 3PM
SLEEPING BEAUTY BALLET

5/8 5/9
FRI 8PM SAT 8PM
CLASSIC SOUL:
MOTOWN AND MORE

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