

# JACKSONVILLE SYMPHONY CASE STUDY

### **MAILER:**

# **Jacksonville Symphony Orchestra**

# **OBJECTIVE:**

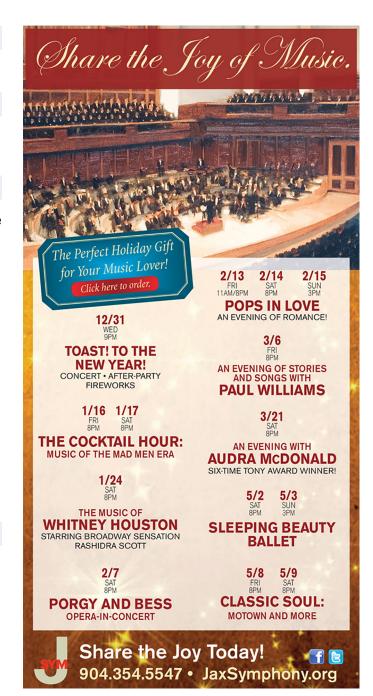
Jacksonville Symphony Orchestra faced the challenge of increasing ticket sales during the holiday season.

## **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.



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