

# CHARLES DICKENS BEGRUDGINGLY PERFORMS A CHRISTMAS CAROL AGAIN

## THE CHALLENGE:

### Drive Website Traffic + Boost Ticket Link Clicks

Smashburn Creative asked me to help an independent theatre production with their paid advertising, social media content creation, and to define a creative messaging approach. This project also presented two major challenges: time and website bottlenecks. We had less than a month to build and implement a new strategy. We also discovered a disparity between the number of users who visited the website versus who clicked the link to purchase tickets.

## THE SOLUTION:

We approached this project with a multi-faceted strategy:

- New Instagram Account
- Google Ads Campaign
- Set Up GA4 Analytics Tracking
- Three Facebook Ad Campaigns
- Instagram Story Ad
- Show Photo Content Creation
- Two Video Creations
- Social Posts on IG + Facebook

## THE RESULTS:

Our combined social media content creation and paid advertising initiatives delivered strong results, including 584 ticket link clicks and over 8K website views.

We tested advertising content and copy on Facebook Ads first to find what resonated with our audience, garnering over 80K impressions. Then, we applied that knowledge to our Google Ad campaign, generating over 4K clicks and 200K impressions.

We also created a new Instagram account, receiving over 15K views in under two months, and built customized GA4 reports to track ticket link click sources from our ad efforts, organic traffic, and social media content.



584

Overall Ticket  
Link Clicks



8,338

Website  
Page Views



4,359

Google Ads  
Clicks



2,428

Facebook  
Ad Clicks



15,787

Instagram  
Page Views



551

Instagram Page  
Interactions

## THE SUGGESTIONS:

My suggestions for improvement revolved around improving the website's user experience, including:

- New, engaging header.
- Add in a new sizzle reel.
- Clear "elevator pitch" for the show.
- Keep the ticket button accessible.
- Highlight reviews.
- Add a social media bar.