

## Radio Drives Ticket Conversions for Local Theatre

### Background

- A local theatre in Minnesota's Twin Cities wanted to celebrate being in the local community 50 years by throwing a huge anniversary party at Target Field.
- Hubbard Radio Twin Cities was perfectly poised to leverage targeting tools and its cross-platform listener relationships in the Twin Cities to ensure the right people engaged socially and purchased tickets to the event.

### Goals

- Help the theater company reach their goal of 10,000 people to RSVP to the event.
- Drive social buzz via a custom created hashtag #CTC50 and ensure Twitter trending throughout the Twin Cities.

### Solution

#### DATABASE INTELLIGENCE, DIGITAL & SOCIAL MARKETING:

- 12,000 RSVPs exceeding client's goal of 10,000.
- 3,138 ticket conversions were created by the campaign for this event.
- Achieved an 11% CTR from all radio station web exposure.
- Over 6,000 interactions on Facebook & Twitter and 412 posts on Instagram were generated.
- 938,200 impressions in the Twin Cities community resulted in the event trending on Twitter in Minneapolis.
- The residual effect, is that online ticket sales to upcoming theatre shows, increased by 253% from Facebook over the previous month as a result of this event.

### Solution (cont.)

#### PROMOTIONAL SUPPORT:

- Hubbard Radio generated on-air exposure to over 283,000 weekly "mom" listeners, including the following interactive elements:
  - On-air ticket giveaways on KS95 & myTalk 107.1.
  - A combination of on-air and streaming audio provided over 150 mentions in support of the event.
  - Station website display ads, social media posts and loyal listener email blasts.

### Results

- Hubbard Radio Twin Cities created a customer profile that targeted key demographics, psychographics and behavioral trends that matched the Community Theatre's core target audience of socially active Moms, aged 25-54 with children under 12.
- Using the custom profile, Hubbard Radio created a 3 week online marketing campaign targeting these moms.
- Hubbard Radio took over the Theatre's social media accounts (Facebook, Instagram and Twitter) kicking off with a Facebook contest, along with Facebook targeted advertising to their current email database.
- A tweetboard was set up on the Jumbotron at Target Field to promote photos from fans encouraging and using the hashtag #CTC50.

