

# Pavilion Theatre

## Case Study

How Pavilion Theatre Utilised Social Media to increase return on investment on their Marketing Campaigns





# Introduction

## The Pavilion Theatre

Pavilion Theatre is located in the picturesque seaside town of Dún Laoghaire, County Dublin. Built in 2000 as the municipal theatre for Dún Laoghaire-Rathdown, it has grown to become a cultural centre of arts and entertainment to thousands of visitors each year.

With a maximum capacity of 324 seats, Pavilion Theatre's exciting and diverse programme of events entertains audiences from all over Ireland and the world.



# The Goal

## Driving customer engagement through social media

Pavilion Theatre is constantly looking to drive audience engagement; key to this is their marketing effort. Whilst standard print media is still prominent, they have made a significant shift towards online media. Most notably organic and paid social media, lining up with shifting from offline to online sales.

With the core goal of increasing audience engagement combined with the shift to more online sales, Pavilion wanted to engage more deeply with online and social media, without losing focus on ROI. Through tracking conversion rates and monitoring all online engagement, the theatre noticed a rapid increase in online sales. Online sales encompassed more than half of their total revenue.

▲ **69%**  
Online sales grew to a staggering 69% of their total revenue





## Evaluating audience data equals finely tuned marketing strategies

To fulfil their strategic data requirements Pavilion Theatre wished to be fully integrated with Google Analytics giving the theatre complete visibility of their customers' journey. This high level of clarity would allow Pavilion to tweak marketing campaigns and messages to improve their return on investment. Similarly with Facebook Ads, Pavilion wanted to thoroughly analyse their data to gain invaluable remarketing information and strategies. Pavilion also wanted to further improve their Mailchimp campaigns and automated emails with particular attention to re-engaging with lapsed customers.

This constant striving for improvement is a core part of Pavilion's view and attitude that they need to be ever-evolving. Understanding when something is working and when you need to change drives Pavilion to constantly look for efficiencies, improve productivity and, ultimately, improve ROI. Part of this is also an understanding that there is no set formula for achieving greater productivity. Through a variety of strategies and tactics, Pavilion can track their analytics (with both Facebook and Google) and amend where appropriate.

This powerful feedback loop allows them to fine tune their marketing campaigns, strategies and tactics. Pavilion is very clear, that improved efficiency should never be at the cost of audience experiences. How they interact with their customers, and their customers' experiences is of paramount importance to them.





# The Strategy

## Using Ticketsolve to see ROI

Pavilion Theatre identified Facebook Adverts as central to their marketing strategy. To ensure the effectiveness of each campaign, they needed to measure the return on investment (ROI) for each campaign they ran. Because Ticketsolve integrates with Google Tag Manager, the Pavilion Theatre was able to install Facebook's Conversion pixel which gave them instant visibility on the ROI for each campaign they ran. Facebook Ads Manager summarised each of their campaigns so they could analyse how much they spent on each campaign, how many people clicked on that campaign but more importantly, how much revenue was generated from the customers clicking on the campaign.

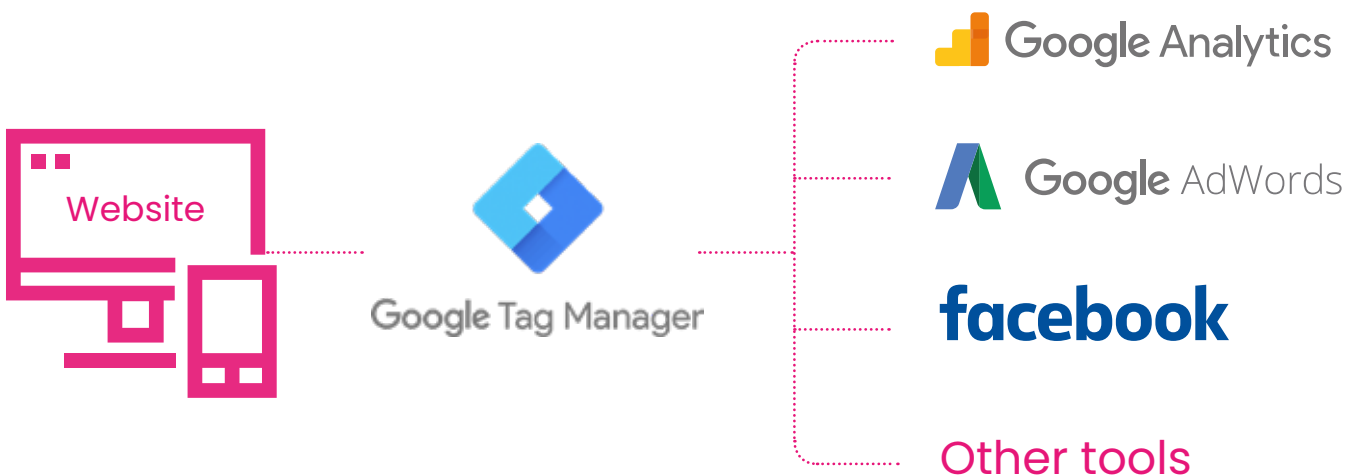
Using similar techniques, the Pavilion Theatre was able to replicate this approach with all of their social media platforms including Twitter, Google Adwords and Instagram. As Ticketsolve has a full ecommerce integration with Google Analytics, the marketing team could view one report to analyse all their campaigns in one place and more importantly the KPI's from each, including the number of customers visiting the website and those visits which converted into transactions.

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One of the main reasons we enjoy working with Ticketsolve so much is their constantly evolving attitude. They express an open mind to almost all of our suggestions and take our considerations onboard

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Lisa McMahon  
Marketing & Sales Manager





# The Results

## Social media working for Pavilion

With the Pavilion now having real time visibility on the ROI from all of their digital marketing campaigns, they have now fully embraced social media and have made it a key part of their marketing strategy.

Over the last year Pavilion Theatre have run over 300 campaigns on Facebook with a reach of over 350,000 potential customers. What is significant is the ROI they achieved from these campaigns. With their Facebook campaigns, Pavilion reached an average ROI of 680%; one particular campaign saw a ROI of almost 4000%.

▲ **4000%**

Pavilion Theatre saw an incredible 4000% ROI with one of the Facebook campaigns

Campaign name	Results	Reach	Impressions	Cost per result	Budget	Amount spent	ROI
Brand Awareness/Increase Likes	533	3,371	4,278	£0.01	£5.00	£4.99	£1,157.00
Event Summer Dance Intensive	65	6,796	37,305	£1.36	Using ad se...	£39.83 of £100.00	£144.00
Post: ""COMPETITION""	184	7,342	24,248	£0.41	Using ad se...	£75.55 of £100.00	
Tubular Brass	36,808	30,892	193,253	£0.01	Using ad se...	£234.82	
[REDACTED] Powerline	111	12,120	36,274	£2.14	Using ad se...	£237.19 of £237.19	
Post: "The world famous Black Dicks Band will be..."	4	465	583	£0.30	Using ad se...	£1.21 of £2.00	
Event Tubular Brass Live + Prog Rock Classics	453	12,186	29,971	£0.32	Using ad se...	£143.36 of £200.00	
Post: "We have a fantastic David Bowie Tribute her..."	234	9,712	22,144	£0.33	Using ad se...	£78.21 of £88.00	
Post: "We have a fantastic David Bowie Tribute her..."	25	839	2,435	£0.79	Using ad se...	£20.52 of £88.00	
Post: "RETURNING FOR GIOVANNI PERINCE'S 2..."	234	5,297	8,495	£0.08	Using ad se...	£22.12 of £37.00	
<b>Results from 163 campaigns</b>		<b>566,268</b>	<b>6,282,847</b>			<b>£18,588.81</b>	<b>£2,431.58</b>

Ticketsolve's integration allows you to view the ROI from each campaign.



When the Pavilion team analysed the theatre's revenue as a whole, they were able to deduce that revenue generated from Facebook Adverts in the last 12 months accounted for an astonishing 10% of their entire online sales. This again reinforces their decision to wholly embrace social media advertising.

As part of the increased use of social media, they have also tweaked their content strategy to complement their social media efforts. They no longer engage with Facebook to sell, sell, sell; meaning they don't post upcoming shows and prompt their customers to purchase tickets. They now use a tell, tell, tell content strategy making potential customers aware of upcoming shows using behind the scenes photos, videos etc.

They have also utilised Facebook Remarketing which enables them to target Facebook customers who navigate to their website. Facebook Remarketing is very effective, and can give an increase in ROI by up to 300%, as you are firing adverts at customers who have already been to your website and are already aware of your organisation.

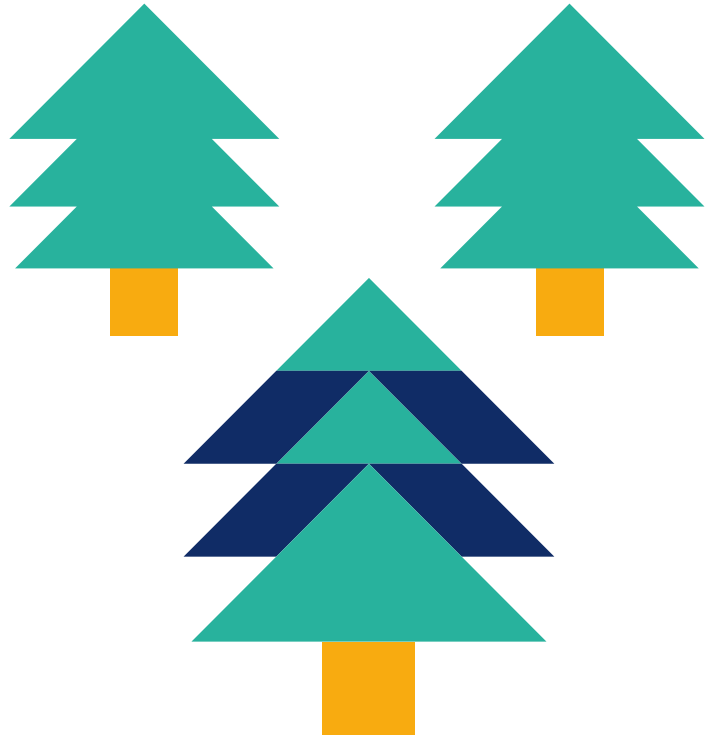
 **300%** Facebook remarketing can increase ROI by up to 300%

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Since working with Ticketsolve on our digital marketing campaigns, coupled with a responsive mobile web design of our website, we've noticed a huge increase in our online sales across phone, tablet and laptop. Having access to that information through Ticketsolve's integration with Google Analytics is invaluable as we look to specifically target our patrons with highly personalised advertisements

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Lisa McMahon  
Marketing & Sales Manager



# Learnings

## Pavilion's advice: be consistent and be open to change

Pavilion attributes its success to several factors, but critical to their continued achievement is their focus on being as present and forward facing as possible whilst keeping up to speed with what's happening in the arts. It is this attitude and thinking that has opened up a lot of opportunities for them.

Pavilion also note that arts organisations need to create a consistent visual language on social media across your brand as being essential to making your organisation stand out from the crowd, and help achieve social media ROI.

They are also constantly evolving, across all areas of the theatre. For example, in 2017, Pavilion's marketing team focused their attention on video marketing through social media, because they found that video was more engaging for their online audience. While they still use photography and graphics, video seems to be a powerful way forward for social media.





# Thank you

We would like to thank the entire team at Pavillion Theatre for their help in putting this case study together. We love having them as part of the Ticketsolve family and look forward to helping them grow even more in the coming years!

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