


Digital Marketing Services for Museum

PROJECT DETAILS

 Advertising, Conversion Optimization, Marketing Strategy

 Oct. 2022 - Ongoing

 \$10,000 to \$49,999

 *"They consistently went above and beyond to understand our specific needs and tailor their strategies accordingly."*

PROJECT SUMMARY

Anderson Collaborative™ provides digital marketing services for a museum. The team creates and optimizes campaigns across Google Ads and social media platforms and delivers analytics and reports.

PROJECT FEEDBACK

Thanks to Anderson Collaborative™'s efforts, the client has seen a significant rise in website visits, enhanced engagement, higher conversion rates, improved ROI, and increased brand visibility. The team has demonstrated excellent project management, responsiveness, and flexibility.



The Client

Please describe your company and position.

I am the Head of Marketing of Museum of Illusions DC

Describe what your company does in a single sentence.


The Museum of Illusions offers interactive, mind-bending exhibits that challenge perceptions and educate visitors about the world of optical illusions, with over 50 locations worldwide, making us the largest chain of private museums in the world.


The Challenge

What specific goals or objectives did you hire Anderson Collaborative™ to accomplish?

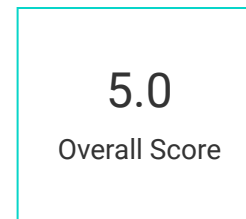
- Enhance our online presence by optimizing our digital marketing strategies across social media and search engines.
- Increase visitor engagement and conversions through targeted advertising campaigns and data-driven insights.
- Improve brand visibility globally by creating cohesive and impactful digital content that aligns with our museum's unique experiences.

 **Maja Letina**
Head of Marketing, Museum of Illusions DC

 Arts, entertainment & music

 Washington, District of Columbia

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you find Anderson Collaborative™?

Referral

Why did you select Anderson Collaborative™ over others?

Referred to me

How many teammates from Anderson Collaborative™ were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Anderson Collaborative™ is responsible for managing and executing our digital marketing efforts to increase awareness, drive traffic, and boost ticket sales for the Museum of Illusions. Their work includes creating and optimizing campaigns across Google Ads and various social media platforms (e.g., Facebook, Instagram, and TikTok) to ensure maximum visibility and engagement.

Key Deliverables:

- Google Ads Campaigns:

Development, management, and optimization of search and display ad campaigns to target potential visitors searching for museums, interactive experiences, and family-friendly activities.

Continuous A/B testing of ad copy, keywords, and bidding strategies to ensure optimal performance and return on investment (ROI).

Monthly performance reports to track key metrics such as click-through rates (CTR), cost per click (CPC), conversions, and overall campaign effectiveness.

- Social Media Advertising:



Creation of visually engaging and compelling ad creatives tailored to each platform (Facebook, Instagram, TikTok), including video ads, carousel ads, and story ads.

Audience targeting and retargeting strategies to reach potential visitors based on demographic data, interests, and past engagement with our brand.

Ongoing monitoring and adjustment of campaign performance to maximize engagement, impressions, and conversions.

- Analytics and Reporting:

Detailed monthly reports summarizing the performance of both Google Ads and social media campaigns, including insights on audience behavior, ad spend, and areas for improvement.

Recommendations for future campaign strategies and tactics based on data analysis and market trends.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

Measurable Outcomes:

- Increased Website Traffic:

We observed a significant rise in website visits as a direct result of the targeted Google Ads and social media campaigns, increase in overall traffic over the campaign period.

Enhanced Engagement:

Social media engagement metrics improved notably, with increases in likes, shares, and comments on our ads, as well as a growth in our follower base across platforms.

- Higher Conversion Rates:

There was a measurable improvement in conversion rates, more ticket sales and bookings attributed to the digital marketing efforts, reflecting a successful increase in visitor acquisition.



- Improved ROI:

Our campaigns achieved a huge return on investment, demonstrating efficient use of the marketing budget and effective targeting strategies.

- Brand Visibility:

The frequency and reach of our ads led to a increase in brand awareness, as evidenced by higher search volumes for our brand name and positive shifts in brand perception metrics.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Anderson Collaborative™ demonstrated excellent project management throughout our engagement.

- Timely Deliveries:

They consistently delivered all campaign materials, reports, and updates on schedule. Their adherence to timelines ensured that we met our marketing deadlines and could capitalize on timely opportunities.

- Responsiveness:

The team was highly responsive to our needs, addressing any queries or adjustments promptly. They maintained open and effective communication channels, providing regular updates and seeking our input to ensure alignment with our goals.

- Adaptability:

Anderson Collaborative™ showed great flexibility in adapting strategies based on our feedback and evolving requirements. They were proactive in suggesting improvements and adjustments to enhance campaign performance.

- Project Coordination:

The agency effectively managed the various aspects of our digital campaigns, coordinating between different platforms and ensuring



a cohesive approach to our marketing efforts. They provided clear timelines and milestones, making the project management process smooth and organized.

What was your primary form of communication with Anderson Collaborative™?

Virtual Meeting

What did you find most impressive or unique about this company?

One of the most impressive aspects of Anderson Collaborative™ is their innovative approach to digital marketing. Their ability to integrate cutting-edge strategies across Google Ads and social media platforms resulted in highly effective campaigns that drove significant results for us.

What sets them apart is their data-driven methodology combined with a creative flair. They not only rely on analytics to guide their strategies but also bring a unique creativity to their ad designs and content, which resonates well with our target audience.

Additionally, their exceptional responsiveness and personalized service stood out. They consistently went above and beyond to understand our specific needs and tailor their strategies accordingly, making the entire collaboration both smooth and impactful.



Are there any areas for improvement or something Anderson Collaborative™ could have done differently?

At this time, there are no specific areas for improvement that we have identified. Anderson Collaborative™ exceeded our expectations in delivering high-quality digital marketing solutions, maintaining excellent communication, and effectively managing the project. Their performance was outstanding, and we are thoroughly satisfied with the results and the overall experience.

