


# Digital Mktg & Paid Media Mgmt for Entertainment Company

## PROJECT DETAILS

 Conversion Optimization, Digital Strategy, Other Digital Marketing

 Dec. 2023 - Ongoing

 Confidential

 *"Their innovative team is always up to date with the latest trends, ensuring our strategies are cutting-edge."*

## PROJECT SUMMARY

Anderson Collaborative™ provides digital marketing for an entertainment company. Their work includes digital strategy development, paid media management, data management, consulting, and campaign optimization.

## PROJECT FEEDBACK

Anderson Collaborative™ has successfully helped the client develop an effective digital marketing strategy, bringing innovative ideas to the table to achieve a stronger ROAS. The team is highly communicative, proactive, accessible, and responsive, and their knowledge and skills are outstanding.




## The Client


Please describe your company and position.


I am the Director of Sales and Marketing of LOL Entertainment

Describe what your company does in a single sentence.

We own and operate location based entertainment concepts in Chicago, Philadelphia, Scottsdale, and Pittsburgh.

 **Stacy Stec**  
Director of Sales & Marketing,  
LOL Entertainment

 Arts, entertainment & music

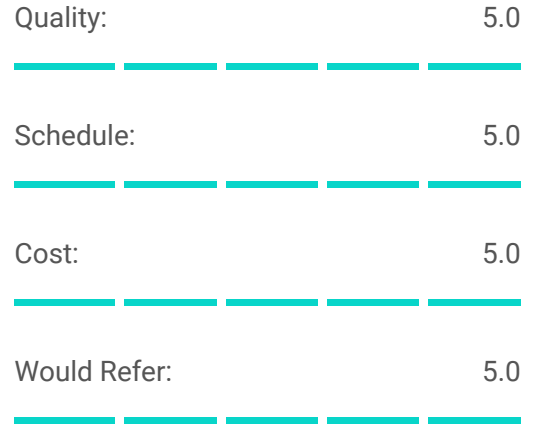
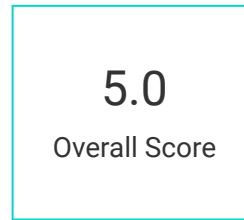
 Chicago, Illinois

## The Challenge

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

- Multi-Channel Paid Media Management
- Data Management, Analytics, and Reporting
- Ongoing Consultation and Support as Needed

### CLIENT RATING



## The Approach

How did you find Anderson Collaborative™?

Referral

Why did you select Anderson Collaborative™ over others?

- High ratings
- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

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.

We hired Anderson Collaborative to manage the digital marketing strategy for 4 location-based entertainment concepts. The scope of work includes:

1. multi-channel paid media management
2. always-on data management, analytics, and reporting
3. ongoing consultation and flex support as needed.

Deliverables include:

1. deploy all paid media efforts
2. ongoing optimization and introduction of new creative/targeting tests



3. weekly meetings to review paid media returns,
4. access to cross-channel marketing dashboard for all analytics
5. generate compounding growth over time by making consistent improvements based on learnings from testing.

## The Outcome

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

Anderson Collaborative has been instrumental in helping us develop a more effective digital marketing strategy. Their innovative ideas for ad creatives have significantly improved our strategy, leading to a much stronger return on ad spend compared to our previous agency.

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

Anderson Collaborative boasts a robust project management team that excels in clear and efficient communication. Their proactive approach keeps us at the forefront of campaign planning, ensuring we're always ahead of the curve. Additionally, their accessibility and responsiveness to our inquiries are truly commendable.

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

Virtual Meeting

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

Anderson Collaborative has an impressive track record in digital marketing management, showcasing their knowledge and skill in handling campaigns similar to ours. Their innovative team is always up to date with the latest trends, ensuring our strategies are cutting-edge.



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

None. We are pleased to continue working with Anderson Collaborative!

