


Marketing & Advertising for Museum

PROJECT DETAILS

 Advertising, Pay Per Click, Search Engine Optimization

 Feb 2021 - Ongoing

 \$10,000 to \$49,999

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“*They're easy to reach and responsive.*”

PROJECT SUMMARY

Anderson Collaborative provides Facebook ads services for a museum. They contribute to strategy and objective discussions and then facilitate follow-up calls to discuss campaign results.

PROJECT FEEDBACK

The ads Anderson Collaborative creates and runs deliver three-times ROI for the client. Anderson is praise for it's multi-channel communication and responsive nature. They move quickly when needed to address change requests. Customers can expect an experienced industry partner.



The Client


Introduce your business and what you do there.


I'm the co-owner of a museum.

The Challenge

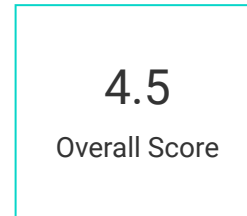
What challenge were you trying to address with Anderson Collaborative?

We needed help with digital advertising.

 CO-Owner, Museum

 Arts, entertainment & music

CLIENT RATING



Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

We described our goal and objectives and then discussed strategy. Anderson Collaborative implemented the results of this strategy phase with ad campaigns. Finally, we've had follow-up calls to discuss results as they come in. Most of the work has been in Facebook ads.

What is the team composition?

We worked with two people: the founder and another employee.

How did you come to work with Anderson Collaborative?

They were reasonably priced and had worked with other companies in our industry. I saw the ads they'd done for other clients on social media and liked their work.

How much have you invested with them?

We spend \$1800 per month with them, not counting our ad spend.

What is the status of this engagement?

We've been working together since February 2021.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We receive at least 3-times our investment back from the ads they create.



How did Anderson Collaborative perform from a project management standpoint?

They're good. We communicate over emails, text, phone calls, and Google Meet.

What did you find most impressive about them?

They're easy to reach and responsive. When we have requests for changes or creations, they execute quickly. If we need to have a meeting or a discussion, phone calls happen fast.

Are there any areas they could improve?

I don't have anything to say here.

Do you have any advice for potential customers?

Be clear with your goals, objectives, and expectations when you start with them.

