


PPC, SEO & Media Buying for Full-Service Media Company

PROJECT DETAILS

 Advertising, Event Marketing, Media Planning & Buying, Pay Per Click, Search Engine Optimization, Social Media Marketing

 Sep 2021 - Ongoing

 \$200,000 to \$999,999

“*Making our money go the extra mile has become Anderson Collaborative’s specialty.*”

PROJECT SUMMARY

Anderson Collaborative provides SEO, PPC, and media buying services to end clients of a media company specializing in the music industry. Their work includes content development and campaign management.

PROJECT FEEDBACK

Anderson Collaborative’s efforts have been extremely fruitful, achieving a ROAS of 10 times, doubling ticket sales for end clients, and improving user engagement significantly. The team is very responsive, organized, and collaborative through Asana and Trello, and their data analysis is outstanding.



The Client

Introduce your business and what you do there.

I'm an executive for a full-service media company in Texas. We specialize in the music industry, festivals, live-event coverage, and marketing for companies that put on said events and help within the music industry and other industries as well.

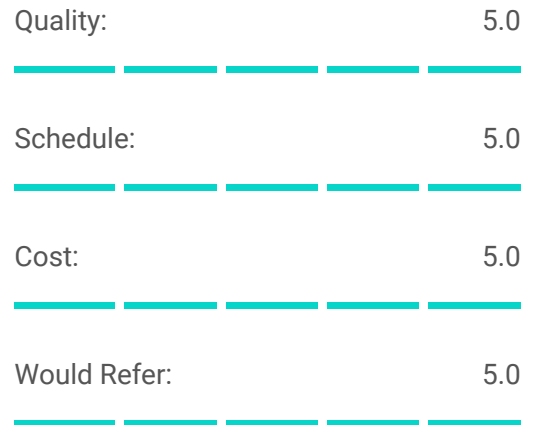
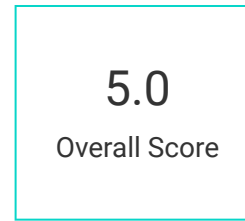
-  Executive, Full-Service Media Company
-  Advertising & marketing
-  Fort Worth, Texas

The Challenge

What challenge were you trying to address with Anderson Collaborative?

One of our client's biggest challenges was trying to bounce back from the whole industry's wide downturn caused by the COVID-19 pandemic during 2020 and the following years. We wanted to focus specifically on their return on ad spend (ROAS) to ensure that our clients would get a great return on their money because music festivals were hit particularly hard during the turndown.

CLIENT RATING



The Approach

What was the scope of their involvement?

Anderson Collaborative provides us with PPC, SEO, and media buying services for our clients to help them increase their ROAS, grow their businesses, and bounce back from the COVID-19 pandemic's downturn. Typically, we meet with our clients to know their desires and goals for the program. Then, we call Anderson Collaborative's people, who work with us and walk us through the entire process.

For starters, we gather as much information as we can, do some competitor analyses, and look at what other people are doing. Then, we set our project's goals and metrics, and we begin to formulate a plan. After that, they execute the plan we formulate and provide us with reports.

Anderson Collaborative's services include keyword research, content development, and PPC campaign management for Google and Facebook. They also help us with some social media work for Facebook, Instagram, and TikTok. Whenever we need to achieve specific goals, like ticket sales or event visibility, they help us create campaigns around those goals within very short notice. Occasionally, we provide them with content for the ads, but they're completely in charge of creating the campaigns and running them.

What is the team composition?

I work directly with Trevor (Founder & CEO), who is in charge of managing the rest of their team. They have 1–7 people involved in the project.

How much have you invested with them?

We've spent around \$250,000.



What is the status of this engagement?

We've been working together since September 2021.

The Outcome

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

Anderson Collaborative has helped us meet and exceed really impressive goals in the last 15 months for a lot of our clients, frequently averaging and exceeding a 10-times ROAS. One of our clients, a music festival, has doubled their ticket sales. Throughout our project with that client, we averaged an 8–10 times ROAS, with some campaigns exceeding 10.

Making our money go the extra mile has become Anderson Collaborative's specialty; every time we give them a task, they bring back really impressive numbers. Moreover, they always ensure we maximize our investment regarding cost per click and website traffic through SEO.

They've helped our clients not only to bounce back from the downturn caused by the COVID-19 pandemic but to exceed the levels they were operating at before everything happened. In addition to that, our traffic and engagement have been historically high.



How did Anderson Collaborative perform from a project management standpoint?

Project management is a joint effort, but it falls more on Anderson Collaborative's side. Their team is highly organized, and they use many good online tools to help us manage projects, including Asana and Trello. Overall, they're very good at collaborating with us.

Anderson Collaborative keeps constant communication with us to make the project easy. We have weekly phone calls and daily email exchanges, and we can also create group text messages. Moreover, we use Google Meet a lot to communicate.

Anderson Collaborative also provides us with weekly reports and makes adjustments to our campaigns as needed. As we wrap up projects, they also deliver final reports detailing performance, what worked, and what didn't — they're extremely transparent.

Their team is highly responsive, and they can make changes on the fly. We've never had an issue with getting a hold of someone from their team; we've always been able to talk with them over the phone within a very short window of time. This quality of theirs is very impressive and important to us, especially because things change quickly in the music industry.

Whenever a client has a concern or needs a change, Anderson Collaborative is right there for us to help solve the issue. As we add more clients to our engagement, it is very important for us to maintain quick communication, and we can always count on Anderson Collaborative in that regard.



What did you find most impressive about them?

Anderson Collaborative's biggest strengths are their data analysis and communication. They're extremely good at finding relevant data for a particular case or problem that we need to solve, helping us make the most educated decision for that matter.

Additionally, they excel at ensuring that the team is aware of what's going on at all times, so their communication is very good. Thanks to these attributes, it's very easy for us to show our clients the performance of ads and PPC campaigns.

Are there any areas they could improve?

I can't think of any areas of improvement for Anderson Collaborative. Since I brought them, all they've done has been solve my problems.

Do you have any advice for potential customers?

Give them as much information as early as possible. If you can give them a good amount of tools upfront, results will come much quicker.

