



SMM, PPC Management & Marketing Strategy for Museum

PROJECT DETAILS

 Marketing Strategy, Pay Per Click, Social Media Marketing

 Jun. 2023 - Ongoing

 Confidential

 *"We highly recommend Anderson Collaborative™ for their professionalism and commitment to achieving outstanding results."*

PROJECT SUMMARY

Anderson Collaborative™ provides targeted digital marketing campaign services for a museum. The team manages the client's Google Ads and Meta Ads advertising and optimizes conversions.

PROJECT FEEDBACK

Thanks to Anderson Collaborative™'s efforts, the client has seen an increase in Facebook reach by 772%, in Instagram by 8.278%, and a 125% increase in ticket sales. The team consistently delivers timely items, is responsive to needs, and shows expertise to grow the client's social media presence.



The Client

Please describe your company and position.

I am a department lead for Musuem of Illusions


Describe what your company does in a single sentence.


The Museum of Illusions Toronto and Montreal is an interactive edutainment destination where visitors can immerse themselves in over 70 captivating exhibits that challenge perceptions and play tricks on the mind.

The Challenge

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

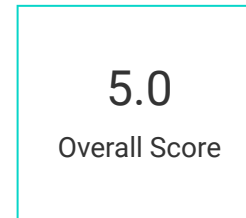
- To reach a larger audience and convert them into potential guests through targeted Google and Meta ads
- Significantly increasing our visibility and engagement across these platforms

 Department Lead, Musuem of Illusions

 Arts, entertainment & music

 Canada

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

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

Scope of Work:

Anderson Collaborative™ was hired to increase visibility and drive ticket sales for the Museum of Illusions Toronto and Montreal through targeted digital marketing campaigns, primarily focusing on Google and Meta (Facebook and Instagram) advertising platforms.

The Outcome

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

Results:

Facebook Performance: 772% increase in reach

17,800 interactions

1,800 new followers

Instagram Performance: 8,278% increase in reach

150,000 interactions

9,500 new followers

Overall Impact: 125% increase in ticket sales



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

We partnered with Anderson Collaborative to enhance our digital marketing efforts, and their project management skills have been exceptional. They consistently delivered all items on time, ensuring our campaigns ran smoothly and effectively. Their team was highly responsive to our needs, adapting strategies as necessary to maximize our reach and engagement. Thanks to their expertise, we've seen significant growth in our social media presence and ticket sales. We highly recommend Anderson Collaborative™ for their professionalism and commitment to achieving outstanding results.

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 commitment to building strong partnerships with clients, ensuring transparency and mutual success. Their extensive network with industry leaders in social media, technology, and analytics enables them to deliver innovative and tailored marketing solutions. Additionally, their unique four-step process emphasizes strategic planning, creative solutions, and data-driven results, which has proven effective in significantly increasing visibility and engagement for their clients. Overall, their dedication to understanding individual client needs and driving impactful results sets them apart in the competitive marketing landscape.

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



None. Anderson Collaborative™ has been exceptional in their responsiveness, creativity, and commitment to delivering results, making our collaboration a truly positive experience.

