


Social Media Marketing & SEO for Pop-Up Museum

PROJECT DETAILS

 Search Engine Optimization, Social Media Marketing

 Jun 2020 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Anderson Collaborative provides ongoing digital advertising and SEO support for a pop-up museum. This includes managing social media ad campaigns and backend web optimization.

PROJECT FEEDBACK

The client has seen a 12–18% ROI on their work with Anderson Collaborative. The team takes an organic approach to advertising which helps make the brand feel more genuine. They understand the market and have strong communication skills.



The Client

Introduce your business and what you do there.

I'm the head of marketing and PR for an experiential pop-up museum. We celebrate the arts, music, and culture of New Orleans.

The Challenge

What challenge were you trying to address with Anderson Collaborative?

We were new to the city, and we wanted to spread the word, capture people's attention, and generate ticket sales through online advertising.



Amber Soletti
Head of Marketing & PR,
JAMNOLA



Arts, entertainment & music



New Orleans, Louisiana

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

They set up advertising campaigns on Facebook, Instagram, TikTok, Google, and Snapchat. They also helped us with SEO. They optimized our website on the backend and got us listed in directories.

What is the team composition?

I have one main point of contact, Trevor (Founder & CEO). I also worked with one other person to create a video for our campaign.

How did you come to work with Anderson Collaborative?

They were recommended to us by our ticketing platform.

How much have you invested with them?

We've invested about \$20,000–\$25,000.

What is the status of this engagement?

We started working with them in June or July 2020, and our engagement is ongoing.

The Outcome

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

We're seeing a 12–18% ROI on our ads. In general, we've seen upward trends across platforms.

How did Anderson Collaborative perform from a project management standpoint?

Their communication is very good, and they meet deadlines.



What did you find most impressive about them?

Trevor is really great. He understands the market and takes an organic approach to advertising. They utilize a lot of our free media and press coverage to make us feel more authentic and less “salesy.”

Are there any areas they could improve?

I’m usually the one to initiate meetings to go over our metrics, so it would be nice if they were a bit more proactive in that aspect.

Do you have any advice for potential customers?

Have a full understanding of what you want them to do. Ask a lot of questions and set up times to go over metrics if you’re not happy or there is something you don’t understand.

