

Finding The Rhythm to ROI with Retargeted Ads: The BASH Case Study

Summary

Honoring the musical legend and Gainesville, Florida native Tom Petty has become an annual tradition in the late musical talent's hometown with a family-friendly music festival. With the success of the Tom Petty Birthday Bash, the festival organizers wanted to expand the event into celebrating Gainesville's music scene while bringing national talents to the stage.

Seeking a fresh take on the annual music festival, the festival founders pivoted and created The BASH (Blues, Americana, Soul, Heritage). The BASH festival in 2023 focused on highlighting artists in music and dance and featuring talents from local to national music acts and artists. The BASH marketing team needed a way to get people pumped about the transformation of the festival and register for their event tickets on the website.

Ads customer Sarah Hedges, Co-Founder & Marketing Director of The BASH, turned to Ads to launch a lead generation-focused campaign to get the word out about the festival and gain more event registrations.

"Effective and cost-efficient marketing is the biggest challenge for any music festival. Finding a way to stay engaged with potential festival attendees, incentivizing ticket purchases, and keeping the date of the festival front-of-mind can become expensive. We needed a marketing solution that allowed us to stay relevant with visitors to our website for several months."

Sarah Hedges



Challenge

The BASH needed to:

- Build awareness of The BASH music festival
- Generate leads for the music festival
- Retarget leads to drive event ticket registrations (free and paid)

Solution

To get a free ticket to the event, website visitors needed to share their email addresses, or they could choose a paid ticket option. Noticing that people were leaving the website without claiming a free ticket, The BASH marketing team leaned on Ads to help them reach people who visited the website to get them interested in learning more about the festival or entice them to take action on getting their tickets.

Once the team followed along with the how-to videos on how to easily set up a campaign, they imported their ad creatives and built their target audience to launch their retargeting campaign in Ads. The budget was set at \$50 per week for the campaign.

How did The BASH find the right rhythm to landing new leads from their retargeting campaign?



Targeted

Retargeted

It was all in the call-to-actions (CTAs).

The standout strategy they used to capture website visitors' attention wherever they spent time online was adding strong, strategic CTAs in their previously used ad creatives.

"Our website offered multiple different ticket packages at different price points. Each option required an address for ticket delivery.

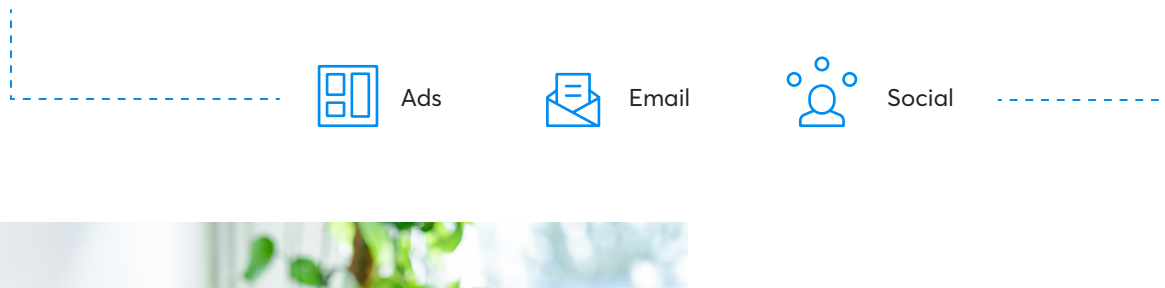
Launching a retargeting campaign was an essential component of our lead-gen strategy. If someone visited our website and left without providing their email address, our creatives were designed with strong CTAs to compel a return visit to obtain their tickets."

Sarah Hedges

Campaign

Tactic: Build awareness of The BASH event

The BASH ran its Ads campaign for four months, beginning with an audience of 400 unique visitors to the website tracked through cookies. To gain a wider audience visiting the website, The BASH marketing team ran retargeted ads on social media to grow this audience and build awareness of The BASH event.



"Out the gate, we faced the challenge of rebranding our website and changing the URL of the site. Social media posts and email blasts were crucial in bringing traffic to our new site."

Sarah Hedges

Tactic: Gain new leads from the landing page form

Free tickets for general admission to the music festival required sharing your email address on a landing page on the website. To encourage website visitors to fill out the form to get their free tickets, The BASH marketing team added CTAs that took their target audience from the retargeted ad to the landing page on The BASH website.

"By providing a ticketed option that required a form fill, we were able to significantly grow the size of our email list."

Sarah Hedges

Campaign continued



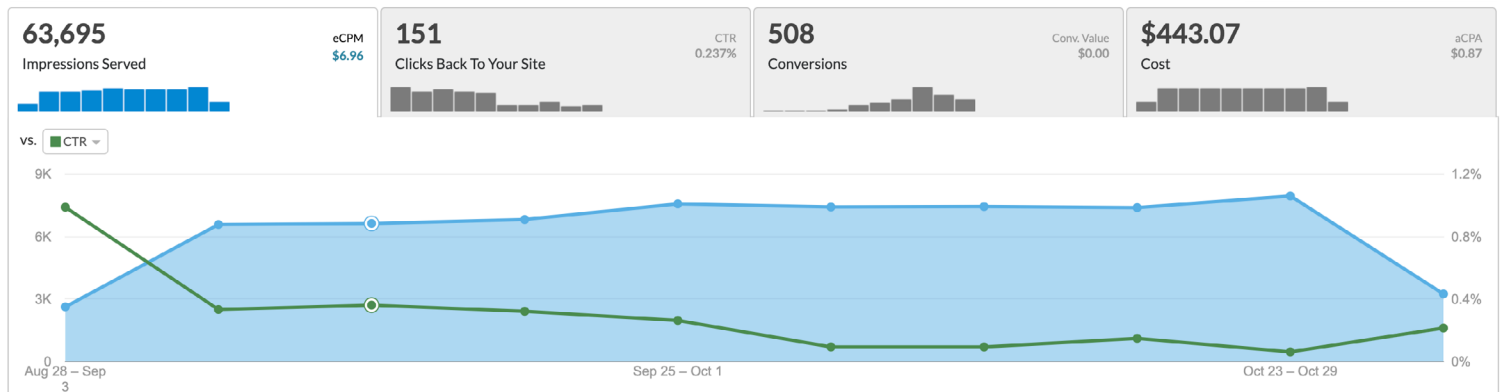
Tactic: Be top of mind to convert website visitors

Staying top of mind is key to gaining new leads and earning repeat business from existing customers. The BASH utilized Ads to keep the music festival's branding, event details, and website information in front of the target audience of previous website visitors.

"Brand awareness was incredibly important for us to ensure visibility during a very saturated event season."

Sarah Hedges

The BASH Ad Campaigns Report



Results

By launching a 4-month ad retargeting campaign in Ads, The Bash saw ROI in gaining:

- ✓ ~3,500 audience of unique website visitors
- ✓ 63,000 impressions
- ✓ 508 new leads

"Now having a more robust email list, we intend to turn our contact lists into retargetable audiences. This functionality is something we didn't previously consider as we were focused on generating new leads."

Sarah Hedges

The Encore — Future Marketing ROI using Lead Gen & CRM tools with Ads

The BASH music festival was a big hit, and the team saw a major opportunity to continue using Ads while also adding Constant Contact tools like marketing automation and customer relationship management features to nurture their leads with strategic email marketing campaigns.

Ready to be top of mind with your leads using Ads? Constant Contact's powerful marketing tools for businesses can help.