

Digital Marketing Case Study by Aimee Engebretson

Client: Fullerton Arboretum in Fullerton, CA

Campaign Scope: Promote ticket sales of the Arboretum's Brews & Blues on August 18th, one of their biggest annual events. The Arboretum is a non-profit botanical garden and does not charge admission fees, so they must raise a significant amount of profit from their events. The event charges one price for unlimited beer and wine tastes as well as offering live music and food trucks.

Campaign Dates: June-August 2018

Total Budget: \$1000

Strategy: Promote the individual breweries and food trucks to help bring in guests who are fans of those brands. Capture these customers by telling each brand's story and highlighting their seasonal menu offerings.

Platforms Used: Email Marketing, Facebook, and Instagram

Execution

Facebook & Instagram Execution

- Spent majority of \$1000 budget on boosting well-performing organic Facebook posts such as the examples below
- Targeted people within 10 miles who enjoy craft beer, breweries, and other keywords
- Posted regularly throughout June and July about the event, then 2-3 times a week in August
- Instagram- utilized 3,300 followers to help spread the word about Brews and Blues by posting breweries stories and ads 1-3 times a week depending on responses
- Created Facebook event page, which had 377 people interested with 459 RSVPs. This reached a total of 10,300 people and resulted in 508 ticket clicks.

Facebook Post Example (Next Page)



Fullerton Arboretum

August 15 at 5:00 PM · 🌐

With 91 medals and awards from the Great American Beer Festival, Pizza Port Brewing Co. encourages its brewers to continue creating unique and award winning beers. We're excited that they'll also be donating to Brews & Blues this year and can't wait to see what we can sample!



Instagram Post Example



fullertonarboretum • Follow

fullertonarboretum Two more weeks until Brews & Blues 2018! If you haven't already, save the date for our annual fundraising event on Saturday, August 18 for a lively summer night with unlimited beer tastes, live music, and great company, all while supporting the Arboretum! Food trucks, wine tastes, and souvenir glasses will be available and parking will be free. Visit our website or event page for more details and check out our highlights for participating breweries! .



43 likes

AUGUST 2

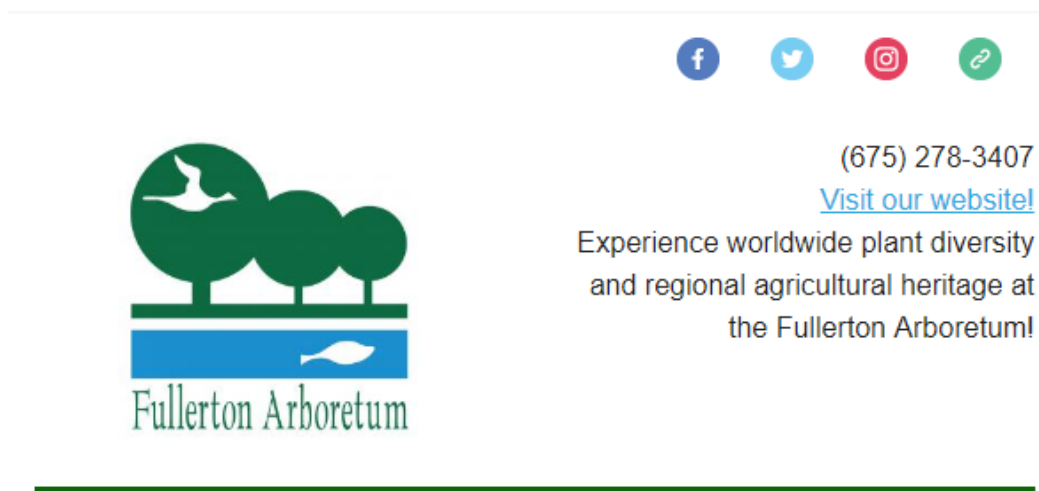
Add a comment...



Email Execution

- Initial invite email with special “Early Bird” discount sent to former Brews & Blues attendees (400 members), sent out on Wednesday 6/27 – averaged a 26% open rate and 3.1% clickthrough rate
- Weekly reminder emails sent out to entire database (5142 members) every Wednesday from 6/20-8/15 – averaged a 20.4% open rate and 1.7% clickthrough rate
- Reminder emails showcased new breweries and food trucks added each week, as well as keeping a running list of the whole lineup

Email Example



UNLIMITED BEER TASTES AT BREWS & BLUES!

Grab your Brews & Blues event tickets before they sell out! Enjoy unlimited craft beer tastes along with live music in the garden from the [Chris Anderson Group](#). Event takes place **Saturday, August 18th from 5:30-9:00 PM**. Tickets include a souvenir glass and free parking. Designated Driver combo tickets are also available. Look out for **new** breweries added every week!



SATURDAY
AUGUST 18
5:30-9PM

UNLIMITED CRAFT
BEER TASTES
SOUVENIR GLASS
FREE PARKING
LIVE MUSIC





GET YOUR TICKETS!

Website Execution

- Event advertised on main webpage at fullertonarboretum.org
- Two landing pages created – Shopping Cart and Event Page
- Shopping Cart page allowed guests to purchase their tickets online via fullertonarboretum.com
- Event Page was continuously updated with news, found at fullertonarboretum.org/brews_and_blues.php



SAVE THE DATE
AUGUST 17, 2019

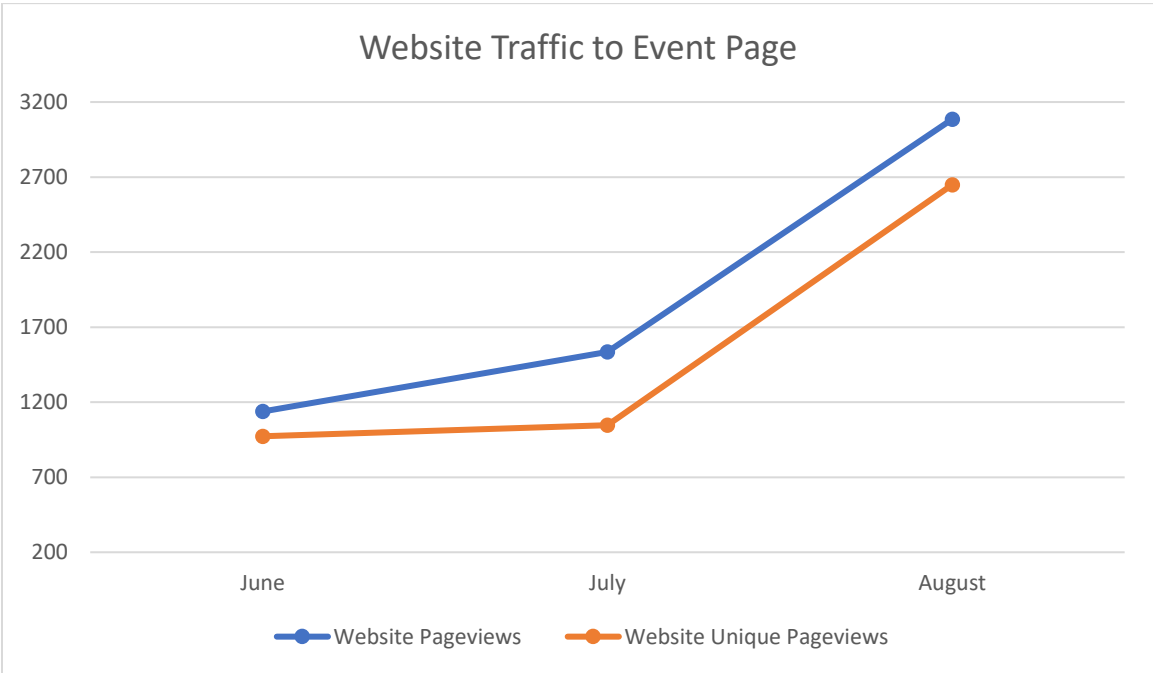
**UNLIMITED CRAFT
BEER TASTES**

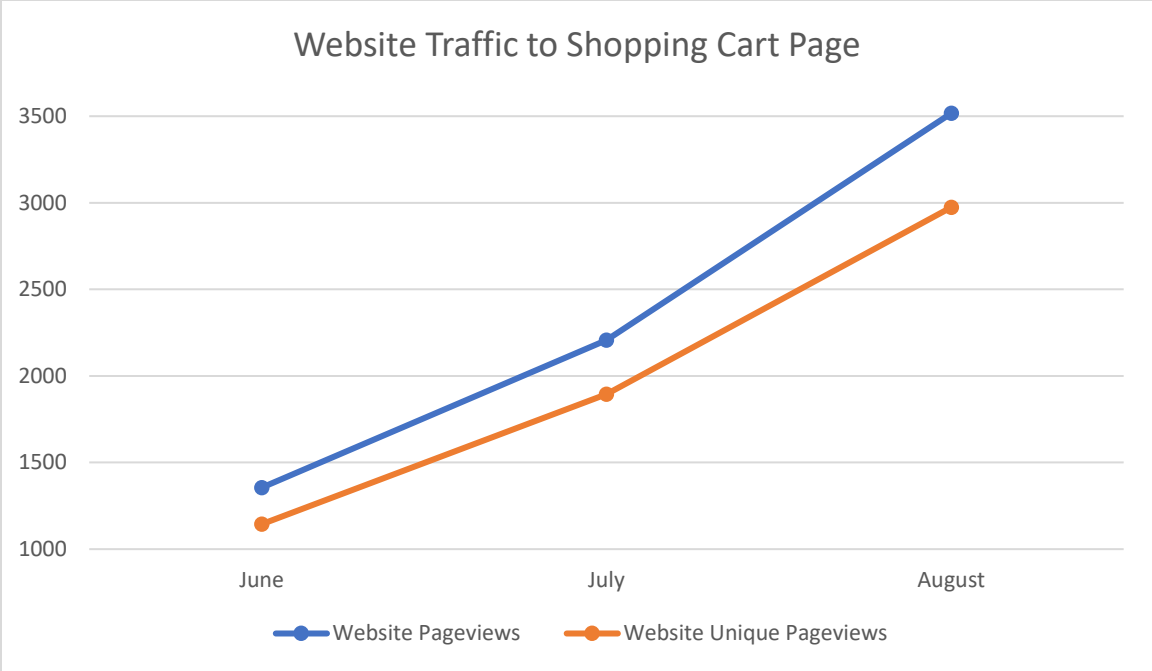
SOUVENIR GLASS

FREE PARKING

LIVE MUSIC

Join us for a lively summer night with unlimited craft beer tastes, live blues music, and a variety of delicious food options. Take home a signature souvenir glass and enjoy great company under the stars on a warm summer evening, all while supporting the Arboretum!





Conclusion & Results

Brews & Blues sold 27% more tickets than the 2017 events, bringing in an additional 68 guests compared to prior year. Overall the campaign was successful, and the client was very happy with the results. The story-telling approach was unique this year and allowed us to focus on the brands themselves. Since beer drinkers tend to be loyal to one brewery or taste, this focus on each brewery caught their attention enough to where they wanted to visit Brews & Blues to try the summer beers and hang out to enjoy live music in the garden.