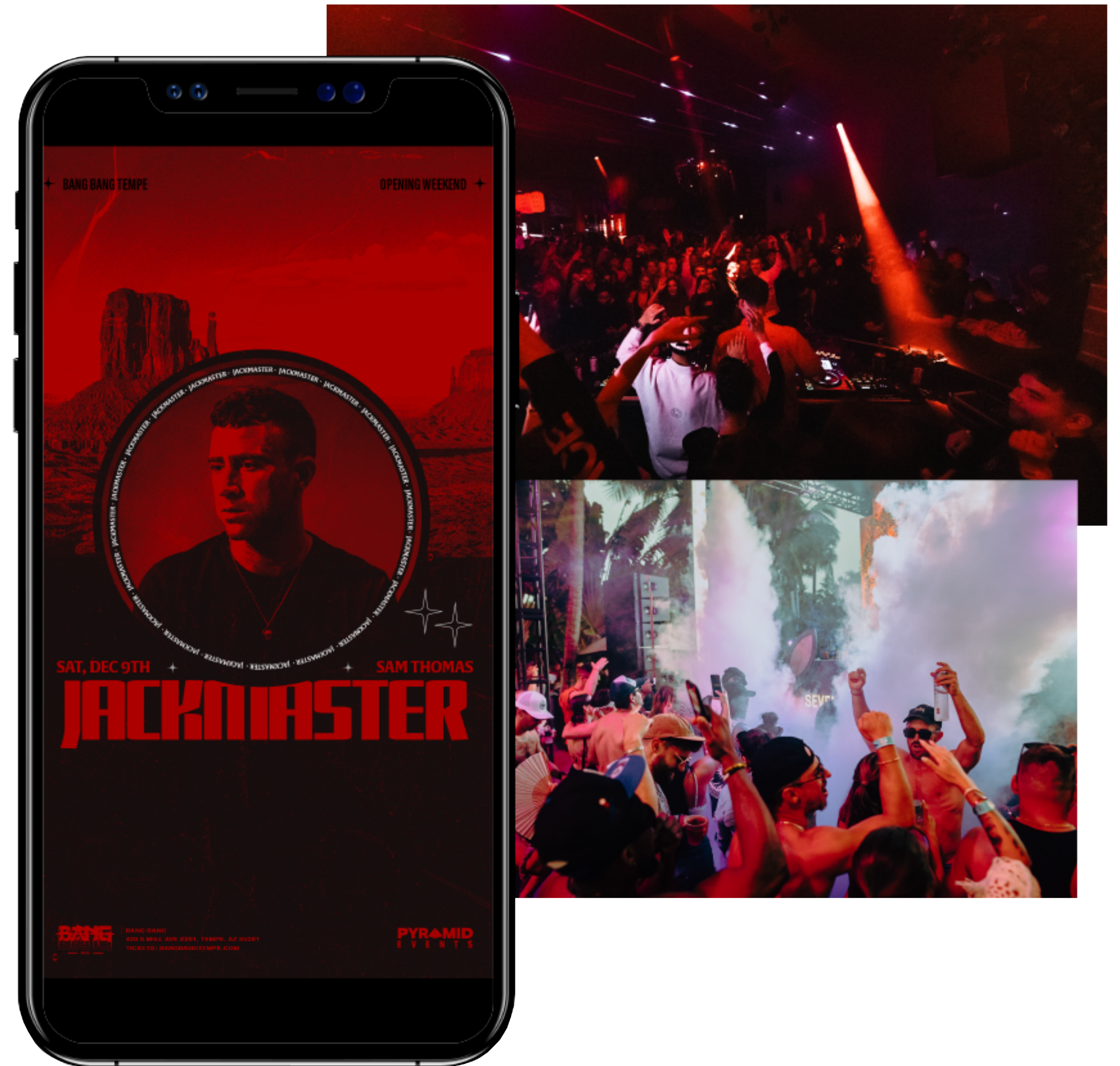


How Hoerr Solutions helped Bang Bang sell **more than 500** tickets and **booked 30** table reservations.



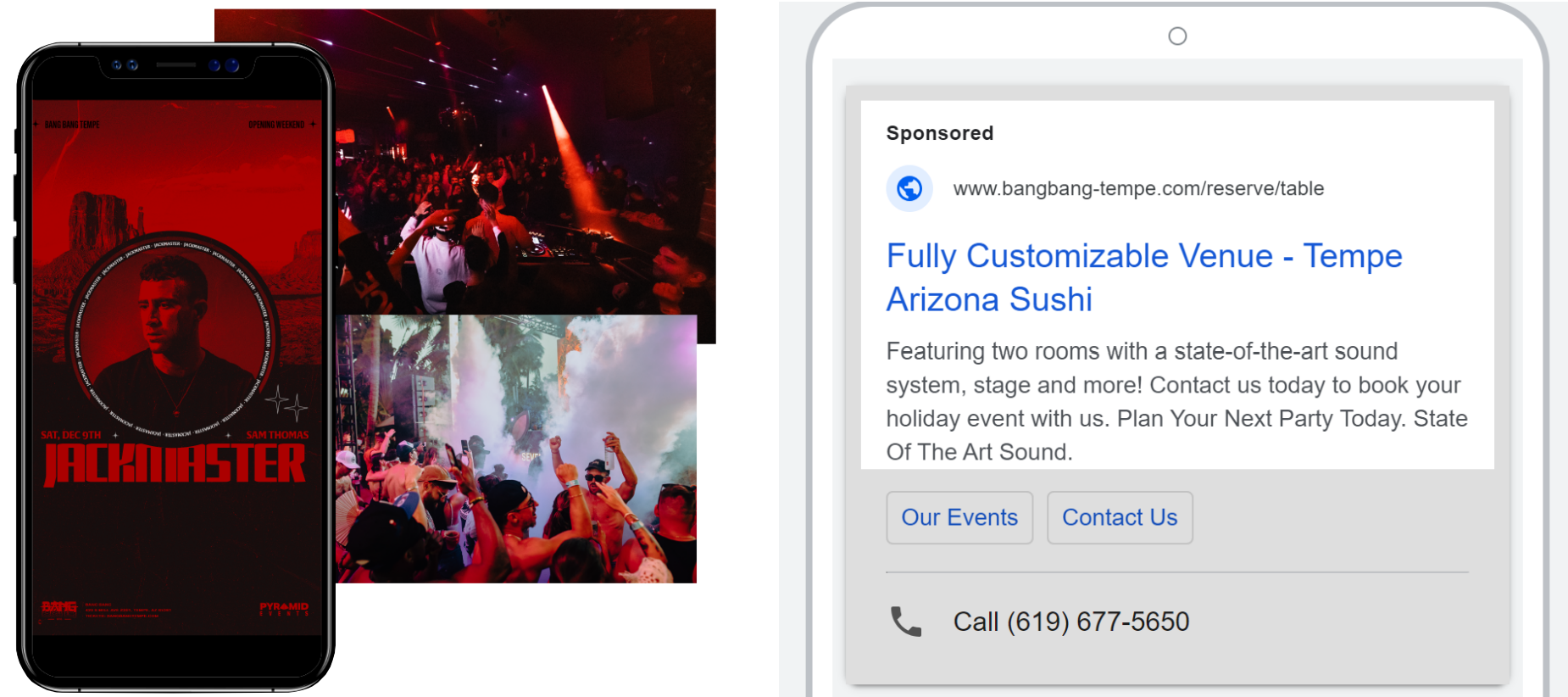
Case Study: Event Promotion

Objective: Nightlife experience group Bang Bang wanted to expand their brand in Tempe, Arizona. The restaurant/nightclub reached out to us to improve their cost per ticket sold and marketing mix for the grand opening.

Strategy: Hoerr Solutions worked with Bang Bang, SeeTickets, OpenTable, and Artist Management teams to create custom first-and third party audiences on Facebook, Instagram and Google Ads. We wanted to increase ticket sale ROI and book table reservations.

Execution: We compiled a custom audience list of concert-goers, and past show attendees within the Phoenix DMA. Once we had our target, we pushed the shows through Instagram and Facebook, while simultaneously running search ads on Google to reserve tables at the restaurant through OpenTable.

Ads: Building Excitement

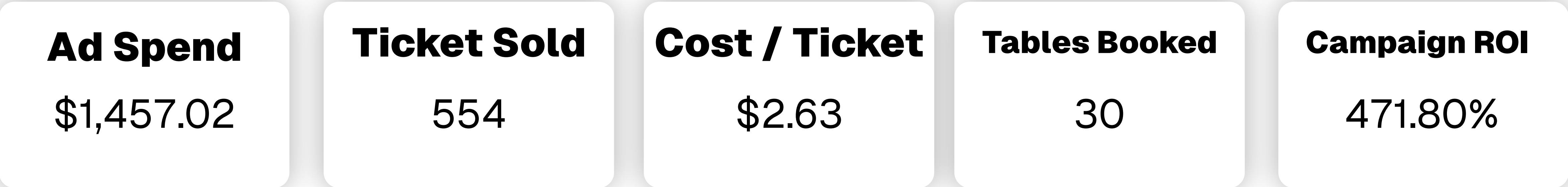


Placements: Ad creative was placed on Facebook and Instagram Stories as well as feed placements. On Google we successfully pushed high-intent keywords for table reservations.

Audience: Our campaigns reached over 210,000 consumers who were previous attendees, active concert-goers, and sushi restaurant interested audiences. Combining all of these together for an effective audience mix.

Results: Increased Sales & ROI

Our campaign helped sell more than 500 tickets, decreased cost per ticket to under \$3 and booked 30 reservations through OpenTable creating a successful launch for Bang Bang Tempe.



See TICKETS

See TICKETS

