



# **ANSLEY USERY**

Marketing Manager

# It was June of 2016...

## Case Study: Cincinnati Playhouse

*Inviting new buyers back, creating same-season multi-buyers*

Thank you for joining us for Christopher Durang's madcap comedy *Vanya and Sonia and Masha and Spike*. I hope you laughed out loud at the outrageous antics of these eccentric siblings.

I'd like to invite you back to the Playhouse next season with an exclusive offer. Get **HALF-PRICE TICKETS** to the beloved Tony Award-winning musical *The Secret Garden* – months before they go on sale to the general public.

Save 50 percent off full-price tickets to the following performances of the show:

**Sept. 6 – 17, 2015.**

Order your tickets today online at [www.cincyplay.com](http://www.cincyplay.com) or by calling the Playhouse Box Office at 513-421-3888 and using promo code: **SPIKE**.

**Hurry! This offer is only good until June 30.**

Sincerely,



**Blake Robison**  
Artistic Director

CINCINNATI  
**PLAY-  
HOUSE!**  
IN THE PARK

962 Mt. Adams Circle  
Cincinnati, OH 45202



Mid-campaign:

# Good idea. Email is immediate.

Thank you for joining us last summer for  
Thomas W. Jones II and Ruth P. Watson's  
murder mystery romance in the key of the blues  
***BLACKBERRY DAZE***.

We hope you recall that powerful experience featuring some  
great actors with incredible voices.



We'd like to invite you back to Horizon Theatre this season with an  
exclusive offer for a show we think you'd really enjoy. Get discount  
tickets to the steamy love story with a soulful, contemporary score

***The Ballad of Klook and Vinette!***

**Brittany Inge**, who played Pearl in *Blackberry Daze*,

is back as the title role of Vinette.

(She sings beautifully in this one, too!)

**Christian Magby**, who you saw acting in multiple roles,  
music directed and will be playing piano during the show!



Get \$20 tickets for weekdays and \$25 tickets for the  
weekends to the following performances of the show:

**Jan. 19 – Feb. 2, 2018.**

- We sent this email Thursday, January 18th at 5:15pm to 1,277 people
- Deal was for January 19 – February 2
- \$20 tickets on weekdays, \$25 on weekends using a special code
- Free, and took no time to make

- Open rate: 31.9% or 425 individuals (industry average is 23.4%)
- Click rate: 3.9% or 50 individuals (industry average is 2.8%)
- Within the first 5 days, 19 individuals (1.18%) used the code and we made **\$815** from it (each person spending an average of \$42.89)

# Postcard time.



**Thank you for joining us last summer** for Thomas W. Jones II and Ruth P. Watson's murder mystery romance in the key of the blues, *Blackberry Daze*. I hope you still recall that powerful and intimate experience showcasing some great actors with incredible voices.

We are opening a show this week that I know you will love, and we want you back! So I'm reaching out with an exclusive discount offer for tickets to the steamy love story with a soulful, contemporary score:

## THE BALLAD OF KLOOK & VINETTE

**Get \$20 tickets for weekdays and \$25 tickets for the weekends to the following performances of the show:**

**Jan. 19 – Feb. 2, 2018,**

Order your tickets today online at [tickets.horizontheatre.com](http://tickets.horizontheatre.com) or by calling the Horizon Box Office at **404-584-7450** and using **promo code: BD17**



**Hurry!** This offer is good for only a limited time.

Sincerely,  
Marguerite Hannah, Associate Producer

**HORIZON**  
THEATRE COMPANY  
PO Box 5376  
Atlanta, GA 31107

Non-Profit Org.  
U.S. Postage  
**PAID**  
Permit No. 448  
Atlanta, GA

- The total cost and production for the campaign was **\$487.27** (\$259.18 for postcards, \$228.09 for postage)
- By the time the campaign ended on February 2<sup>nd</sup>, we made **\$4,521** from it
- BONUS: Patron arrives to see show last night, didn't realize I was the marketing manager, says she was only there because of that wonderful postcard





**HORIZON**  
THEATRE COMPANY

Disney

# FREAKY FRIDAY

*A NEW MUSICAL*

MAR 9-APR 22

*PRESS OPENING: MAR 16*

BOOK BY  
BRIDGET CARPENTER

MUSIC BY  
TOM KITT

LYRICS BY  
BRIAN YORKEY