

Art Meets Commerce

Art Meets Commerce is a new media advertising/marketing company and commercial producer of live entertainment primarily for Broadway and Off Broadway shows.

Objective

Art Meets Commerce provides Internet marketing services for the new Off Broadway musical, *Fela!*, based on the life and music of Afrobeat superstar, Fela Kuti and directed by the legendary choreographer Bill T. Jones. Their main objective was to attract not only fans of musical theatre but also devotees of Afrobeat, House music, Jazz, Funk and contemporary dance to the Off Broadway musical.

Solution

Facebook Ads provided Art Meets Commerce the ability to target and reach niche audiences at an affordable rate.



A Facebook Page was created for *Fela!* allowing Art Meets Commerce to include social actions in all of their ads which they found rapidly developed the durability of their brand with those who were unfamiliar with *Fela!*

Results

Art Meets Commerce set up a code to track conversions from their efforts on Facebook.

“Facebook Ads is an extremely effective way to reach potential ticket buyers within a contained online environment. We recommend them to every client.”

— Jim Glaub, Creative Director,
Art Meets Commerce

- Investment = \$4,414.40
- Number of clicks = 5,717
- Conversion of clicks to ticket holders = 30.2%
- Total revenue from social network code = \$43,130
- The return on investment = 877%