



How Sensation Took a New Event from Zero Followers to Sold Out in 5 Months

Are you looking for ways to grow your fan base and sell more tickets to your event?

Are you frustrated by the amount of time it takes to implement a comprehensive social media marketing strategy?

Neither of these things needs to be complicated or lengthy. Using the right marketing technology and techniques, you can easily build a strong social media presence for your brand, and achieve strong sales figures.

This case study will present an example of how ID&T, one of the world's largest dance entertainment organisers, did exactly that.

Read on to discover how ID&T launched Sensation in Australia and sold out their event, despite starting with brand new social profiles and zero followers.

The Basics



Sensation is an electronic music festival originating from the Netherlands as a part of the ID&T group.

With a slogan of “Be Part of the Night - Dress in White”, the festival boasts over 45,000 attendees at its annual event in Amsterdam, as well as significant attendance numbers at each edition held around the world.

In 2017, Sensation announce they would be bringing their ‘Celebrate Life’ event to Australia for the first time.

Held at Spotless Stadium within Sydney Olympic Park, a venue capable of holding 50,000 people, the festival needed to build a strong marketing campaign in order to reach the required number of fans.

TYPE OF EVENT

Electronic music festival

LOCATION

Sydney, NSW
Australia

ATTENDEES

50,000

FEATURES USED

Pre-Sale Pages
Post Purchase Referrals
Website Tools
Audience Intelligence



The Goal

Grow a social following from scratch and secure a full house for a first-time event

Despite being part of an established brand in Europe, prior to launch Sensation had little presence within the event space in Australia - and no dedicated social media accounts for this region.

Sensation needed to build a following for brand new Facebook, Instagram and Snapchat accounts in order to generate enough hype around the event to ensure a full house. And with just 6 months until the start of ticket pre-sales, it was clear that a focused and effective marketing strategy would be required in order to achieve these goals.

Sensation came to the conclusion that Audiencetools would allow them to quickly grow their following and keep fans engaged throughout the ticket sale period. In May 2017, the group launched [Sensation Australia](#), and began their digital marketing campaign using Audiencetools.

“We needed an event marketing platform that could help us build engagement across multiple social channels, and so it was clear that Audiencetools was the way to go.”

- Simon Lovell, Sensation Marketing Manager

The Solution

Non-stop social media, email and web engagement for a sold-out event

Despite the challenge of starting from scratch, Sensation realised the most effective strategy for selling out the event would be to start by building an engaged following on social media. After establishing a sizeable following, Sensation would then have a core audience for its event's future marketing efforts.

With the help of the Audiencetools team, the Sensation team rolled up their sleeves and started growing their audience.

Acquiring 20,000 new followers during the pre-sale period

The first step was to create an Audiencetools [pre-sale registrations page](#) (see image), and to drive relevant traffic there using paid advertising on social, inclusions in industry publications and supporting ATL marketing.

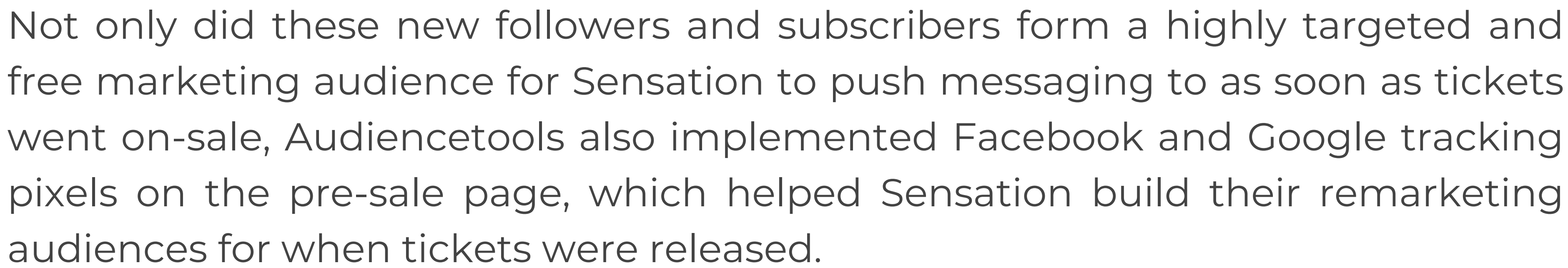
From this page, fans were encouraged to register using their social media accounts, and then prompted to **follow** the newly established social media pages, **share** with their friends and **click attending** on the Facebook event.



By using the Audiencetools platform, Sensation was able to direct people to click 'Going' on the Facebook event, rather than 'Interested', which ensured that every single person received a push notification when Sensation posted in the event.

RESULTS

21,308	PRE-SALE REGISTRATIONS
11,042	FACEBOOK PAGE LIKES
3,485	INSTAGRAM FOLLOWERS
2,218	SNAPCHAT FOLLOWERS
7,836	SOCIAL / EMAIL SHARES



- Tommy Rodrigues, Sensation Event Promoter



Getting the most out of web traffic with website optimisation tools

To maximise the number of signups from their web traffic, Sensation also used two growth-hacking techniques, which helped boost their conversion rates:

→ The Audientools [Concierge Service](#) was used on the Sensation Australia website to encourage fans to follow the event on Facebook, and collect valuable Facebook data for remarketing

→ The Audientools team also implemented [PushCrew](#) on the page to encourage people to turn on browser notifications on for the event - and these could be used to push new artist announcements and ticket details at a later stage.



Join the Pre-Sale List

Join our mailing list to receive exclusive offers and updates!



CONNECT WITH FACEBOOK



Sensation Australia would like to send you push notifications.

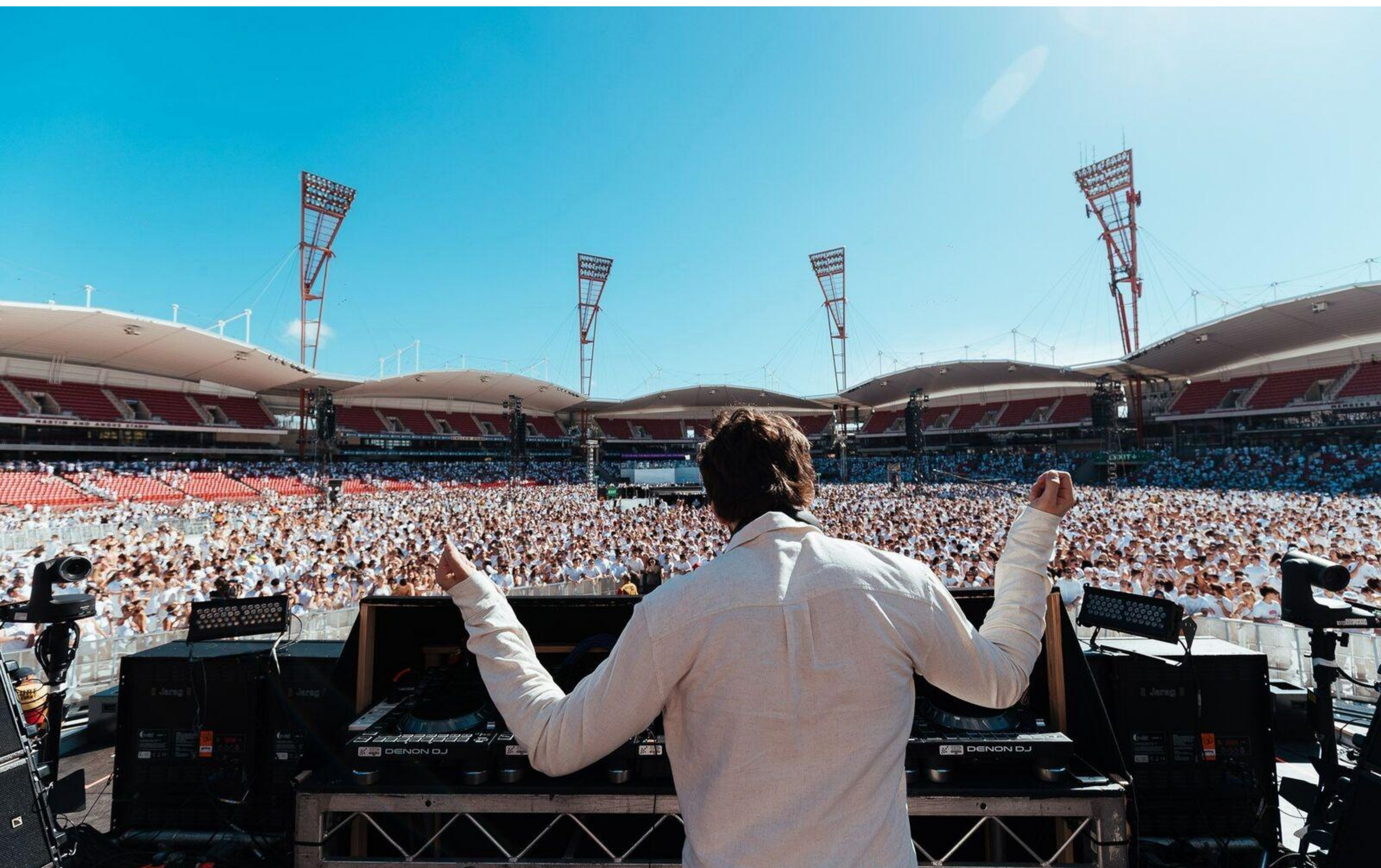
Notifications can be turned off anytime from browser settings.



Powered by PushCrew

Don't Allow

Allow





Turning pre-sale registrants into ticket buyers via Email, SMS and Web Marketing

Having captured thousands of emails during the pre-sale period, Sensation could hit the ground running once tickets became available.

Using [Audience Intelligence](#), the organisers were able to export the contact details of the fans who signed up for pre-sale, regardless of the method they used to do so - email, Facebook or other. They could then send out relevant messaging across all marketing channels, including:

- Email marketing campaigns
- SMS messages with instant click-to-purchase CTAs, which generated 75% of ticket sales during the pre-sale period
- Publishing posts on Sensation's Facebook pages (brand timeline and event)
- Targeted remarketing via the tracking pixel on the Audiencetools pre-sale page

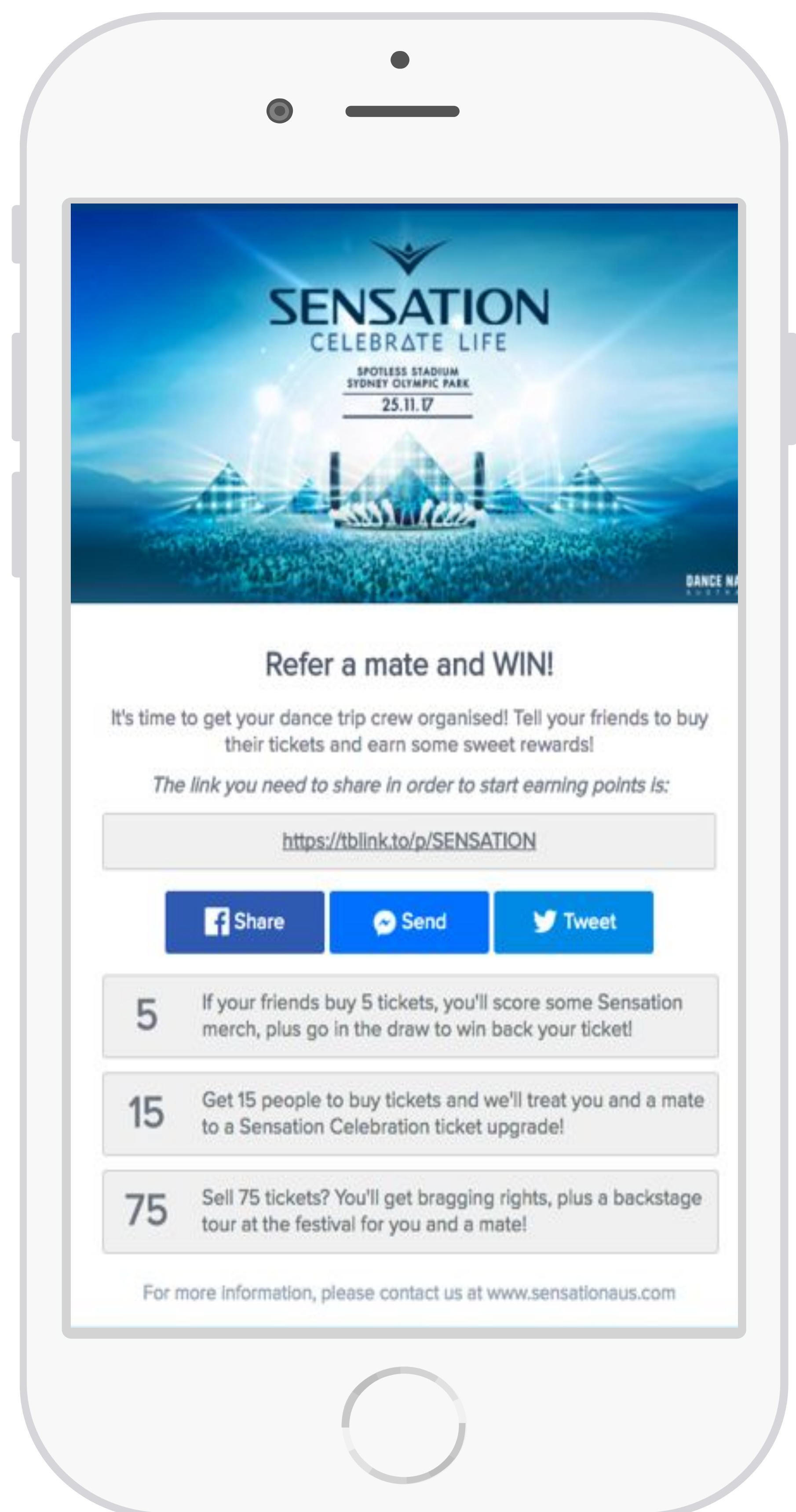
By building this multi-channel engagement, Sensation was able to truly capitalise on the audience it had built during the pre-sale period, culminating in over 35% of online tickets sold via pre-sale.

Referral rewards and email reminders keep ticket purchasers engaged

Sensation's on-sale campaign lasted for about 5 months, which meant it was critical for them to keep the buzz going by further engaging fans who had already purchased tickets.

Using Audiencetools, Sensation was able to easily launch a [post-purchase referral program](#), incentivising ticket buyers to get their friends on-board for the event in return for a money-can't-buy-experience, and further leveraging its existing audience for highly effective marketing at zero cost.

Throughout the campaign, Sensation used automatic email reminders to stay at the front of people's minds, and make sure those referrals kept coming in.



The result? Hundreds of tickets sold through referrals, and \$34,221 in revenue

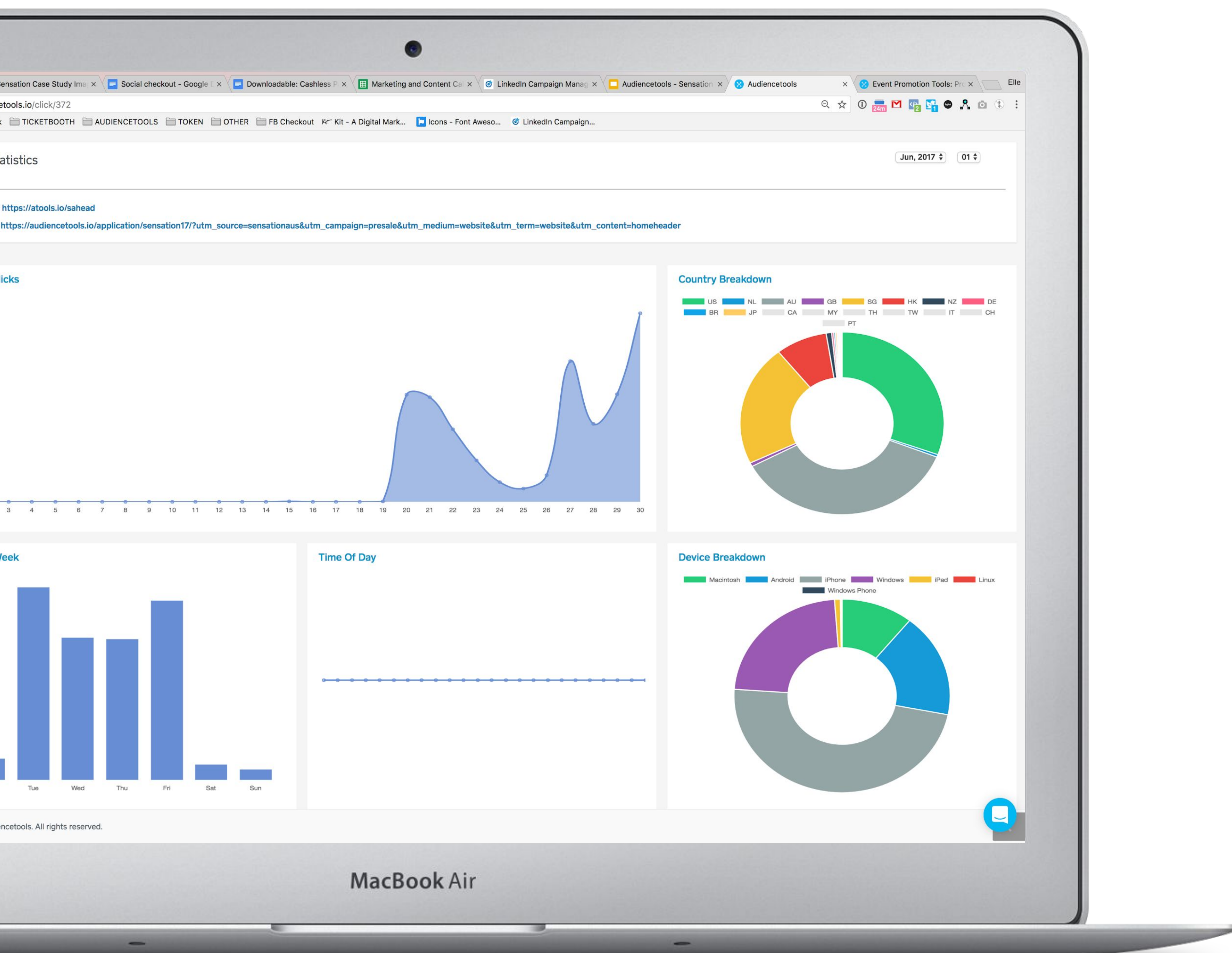


Tracking performance across channels

By creating and tagging custom links through the [AudienceTools Campaign Builder](#), Sensation was able to track every click on each marketing campaign throughout the pre-sale and on-sale periods.

Along with the information provided by Facebook, Google and other advertising platforms, this data assisted Sensation in understanding which channels were most effective, and which messages were best resonating with their audience.

These insights then allowed the team to adjust existing marketing strategies, including extending or shortening campaigns based on performance, closing channels that brought in no results and re-applying tactics from campaigns that converted to sales.



The Results

SOLD OUT!

Despite the challenging starting point of launching a new event without an established audience, Sensation Australia was a smash hit, with the Sydney Olympic Park packed to the brim with excited fans.

By making full use of the event marketing tools provided by Audiencetools and implementing intelligent, creative marketing campaigns across multiple channels - web, social, email and SMS - the ID&T group successfully managed to **pack the house** at Sensation Australia, while also building a **sizeable audience on social media**.

Next Steps...

Want to take your event marketing to the next level? Visit audiencetools.io to create your FREE account and learn how you can start growing your audience and selling more tickets today!

