

# The Encore Musical Theatre Company



Get your tickets for Oklahoma post

## Project Goals

- Increase the theatre's social media following and website traffic
- Increase ticket sales for shows

## Creative Process and Strategy

- Design and implement more intimate campaigns for each of the season's shows that highlight the creative process of how a musical is made.
- Design cast bios and tag the actors in each post
- Implement memes that relate to current events and the musical
- Incorporate Instagram takeovers with actors

## Results

- Website traffic increased by 280.9%
- Facebook reach increased by 60.2%
- Instagram engagement increased by 100%
- Both platforms increased their following by 1.5K

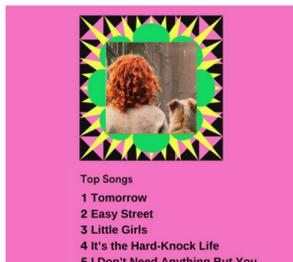


Bat Boy the Musical actor bio

## Project Duration: 5 months



National Emoji Day quiz post



Spotify Wrapped Annie musical post

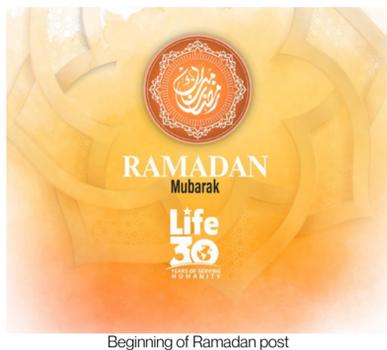


Audience review for Annie post

# Life for Relief and Development

## Project Goals

- Increase donation revenue for Ramadan
- Increase Facebook reach
- Increase Facebook followers



Beginning of Ramadan post

## Creative Process and Strategy

- Create a series of infographics that explain what Ramadan is
- Create emotionally appealing content that drives an increase in donations
- Create content from Ramadan distributions showcasing the results of donations
- Strategically boost Ramadan ads in Muslim populated areas.

## 1200 food baskets donated to Bangladesh



## Results

- Facebook reach increased by 9.6 million
- Facebook engagements increased by 800,000
- Following increased by 800

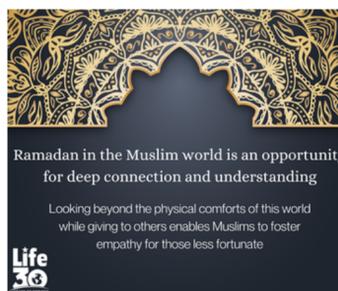
## Project Duration: 1 month



Remember your Zakat post



Food basket donation post



What is Ramadan post

# Graphic Design Content

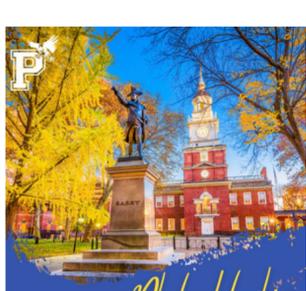
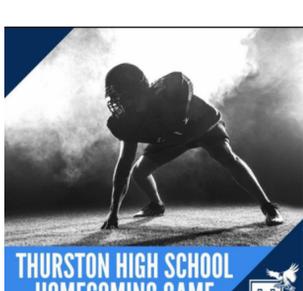
## Senate Theater



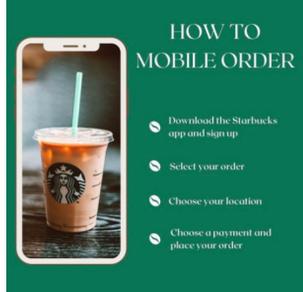
## Downtown Redford



## Redford School District



## Starbucks



## LaVida Massage

