

GOTHAM STAGES

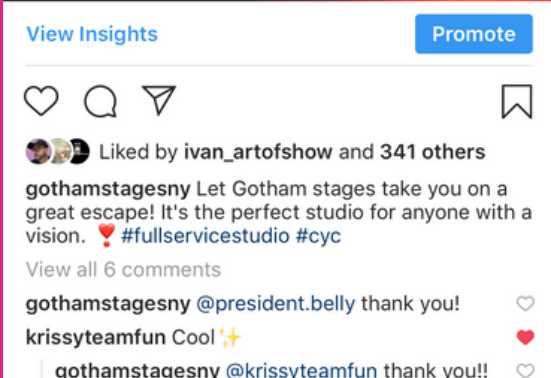
CREATIVE / BRAND CONSULT

78K WEBSITE HITS
5,158 INSTAGRAM FOLLOWERS
625 FACEBOOK LIKES



GOTHAMSTAGES.COM
356 DEVOE STREET
BROOKLYN, NY
(718)937-7571
FEB.2017-12/25/2019

Overview



SOCIAL MEDIA COORDINATOR

Gotham stages is a qualified film studio that provides a space for creatives to rent for film or event productions. Gotham stages originally stood alone as a studio but to save costs they merged with another studio at a different location.

So my job was to promote the new launch in a manner that would help us gain new and keep old customers. I also launched a completely new website before the new grand opening. And now that I've done that, my only duty was to continue to effectively manage the page for consistent growth without stepping on the toes of the partner company.

DEMOGRAPHICS

- 47% of audience are 35-55
- 51% of audience are women
- 48% of audience are men
- 68% of audience works in the creative industry
- 73% of audience resides in NYC

STATS

The stats below are reflection of the growth.

- 320-2,000+ Monthly website visitors
- 516-3,600 Subscribers
- 104- 625 Facebook Likes & Friends
- 200-5,100+ Instagram Followers
- 348 Twitter Followers
- Grew engagement on all platforms by 90%+
- Increased lead conversion rates by 100%
- 68% of website traffic comes from social media
- Maintained online presence with clients who have used the stage.
- Effectively communicated the move to a new stage and retained 56% of customers
- Built a rapport with new customers to ensure loyalty
- Significant increase in customer loyalty
- Significant growth in new customers

WEBSITE DEVELOPMENT

Built a new website to match the new space. They also wanted a website with a simplified design that allows user to get right to the point.



BRAND STRATEGY

"SHOOT YOUR SHOT WITH GOTHAM STAGES"

PERSONALITY- FRESH, COOPERATIVE, YOUNG YET PROFESSIONAL

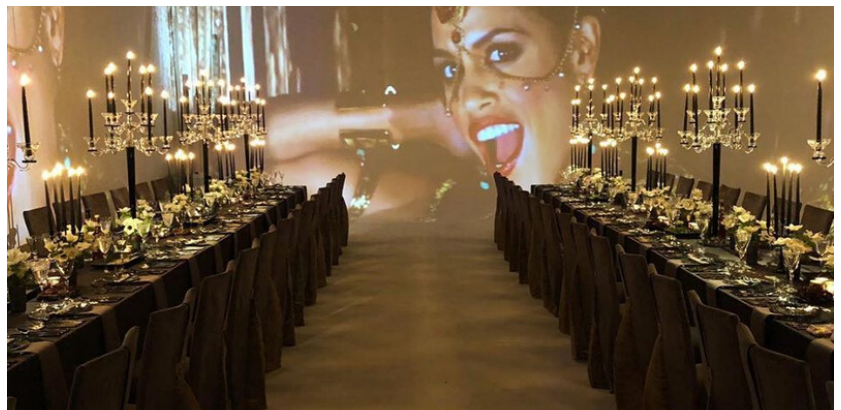


INSTAGRAM

The content on Instagram consists of showcasing the amazing events and shoots that take place as well as highlighting the benefits of the space, the tone is creative & witty on some posts and professional & informative on others.

FACEBOOK

I post and use the same tone of voice on both platforms. However, I may be more lengthy on Facebook and include links and lengthy videos.



ADVERTISING

CLIENT WANTED TO SPECIFICALLY INCREASE FACEBOOK LIKES AND PRESENCE. ALTHOUGH THERE WASN'T MUCH TO SPARE. I STILL MADE SURE THERE WAS GOOD RETURN..

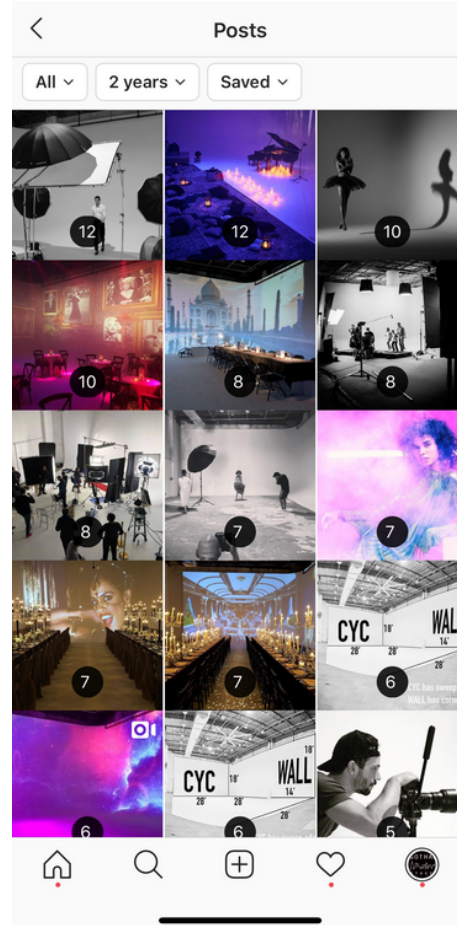
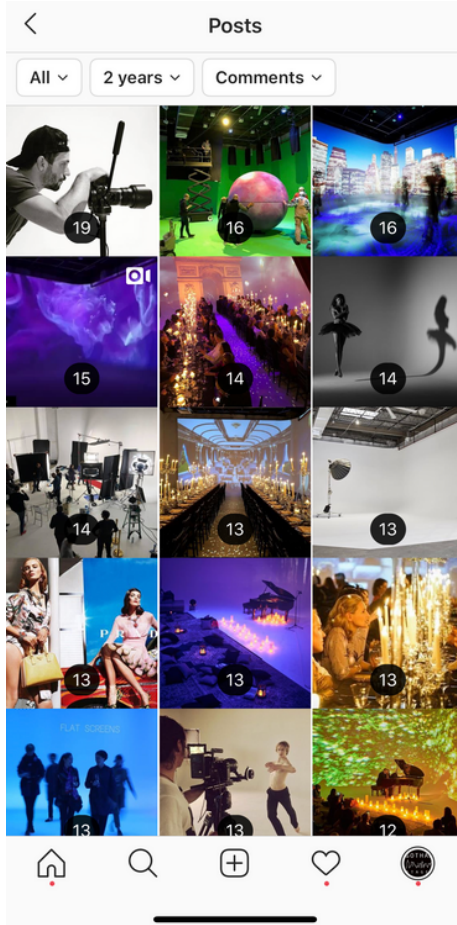
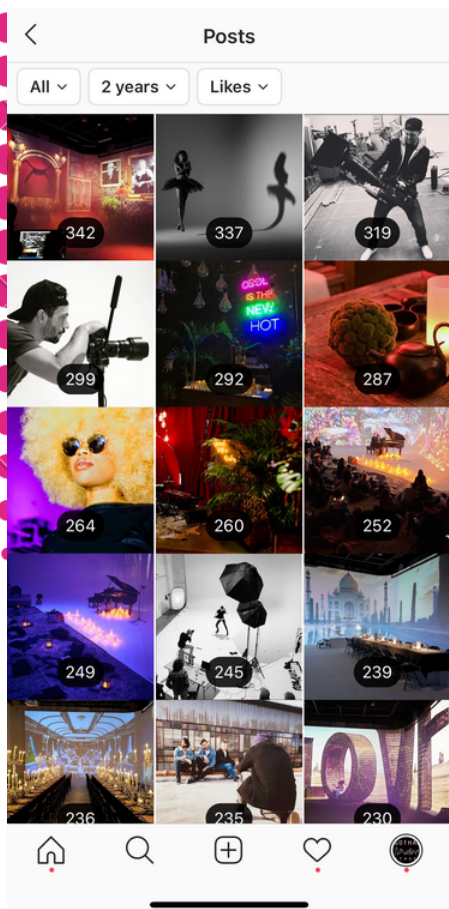
	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
	[01/08/2019] Promoting Gotham Stages	Completed	Using ad set ...	12 Page Likes	589	609	\$1.50 Per Page Like	\$17.99 of \$17.99	Jan 14, 2019	1.03	—
	[12/11/2018] Promoting Gotham Stages	Completed	Using ad set ...	5 Page Likes	226	228	\$1.80 Per Page Like	\$9.00 of \$9.00	Dec 14, 2018	1.01	—
	[11/26/2018] Promoting Gotham Stages	Completed	Using ad set ...	12 Page Likes	466	479	\$1.75 Per Page Like	\$20.99 of \$20.99	Dec 3, 2018	1.03	—
	[05/29/2018] Promoting Local Business Gotham Stages	Completed	Using ad set ...	7,794 Reach	7,794	9,348	\$2.69 Per 1,000 Peopl...	\$20.99 of \$20.99	Jun 5, 2018	1.20	2
	[12/22/2017] Promoting Gotham Stages	Completed	Using ad set ...	32 Page Likes	436	531	\$1.09 Per Page Like	\$34.99 of \$34.99	Dec 29, 2017	1.22	—
	Results from 5 campaigns				9,474 People	11,195 Total		\$103.96 Total Spent		1.18 Per Person	2 Total

SOCIAL MEDIA

SUCCESSFULLY MANAGED INSTAGRAM, FACEBOOK, & TWITTER. IMPLEMENTED TACTICS THAT MADE SURE CUSTOMERS WERE AWARE & HAD A POSITIVE OUTLOOK OF THE CHANGE IN LOCATION.

Instagram

Avg. Insights/Photo: 250 likes, 12 comments, 8 shares, 8 saves, 84 profile visits



FACEBOOK

AVAILABLE APP PRESENTS
Film Collective Mixer
Saturday Dec 7th
6-9 PM
Lytehouse Studio
356 Devoe Street, Brooklyn NY 11211
Sponsored By:
Fiilex | Icm
FREE FOOD. FREE DRINKS. FREE RAFFLE

Gotham Stages
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November 26, 2019
Join us on December 7th to network with production companies and industry friends at our Film Collective Mixer event hosted at Lytehouse Studio X Gotham Stages w/ AvailableApp Fiilex @LightOnTheMove! @shattered.prim.lighting and Blackout Lighting Console
Networking | Prizes | Food | Drinks
RSVP HERE: <http://bit.ly/2zp0Jzt...> See More

Gotham Stages
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January 5
When you rent our Space it becomes your Space... Well, at least for the time you're renting it. 📞 Give us a call @ (718) 937-7571!
#productions #stage #sound #film #NYC #BK #cinemaphotography