

INDUSTRY

Entertainment,
Education

TIME FRAME

2 years



↑ 141%
BLOG
TRAFFIC

↑ 1,185%
SOCIAL
REFERRAL

↑ 1,000%
WEB
TRAFFIC

1,300+
LEADS/
MONTH

CLIENT

Our client is a full featured acting program for kids, teens and young adults in NYC, with a high success rate of launching professional careers in the entertainment business.

TARGET AUDIENCE

Kids, teens and young adults (along with their parents) who desire to break into the acting profession.

CHALLENGES

Prior to working with Dragon360, our client had inconsistent brand messaging and lacked a solid brand identity. Furthermore, a digital presence and marketing strategy focused on building the brand and business were missing, adding to an already growing problem of traditional business acquisition methods no longer being successful.



SOLUTIONS

Brand Development

Dragon360 developed a brand strategy inclusive of name rebrand, creation of unified brand voice, and targeted messaging that was deployed through all website content and digital properties.

Website Design & Development

A vibrant new website was designed and launched by Dragon360, kicking off the new brand strategy and creating a vastly improved user experience for acquiring and converting prospective users.



SOLUTIONS

Social Media Creation & Marketing

Social media properties were created within the new brand style and design, allowing for Dragon360 to commence a social strategy focused on generating brand buzz and engagement among prospective students and parents.

Content Creation & Marketing

An exciting blog was designed and launched with original content written by Dragon360, creating a content hub inclusive of a wide range of topics that resonated with both potential students and their parents. This diverse mix of content increased the client's brand exposure significantly, including over industry giants such as Disney themselves.

Video Marketing

A dynamic use of videos portraying an exciting journey was implemented across digital properties, including the client's website and social media. Furthermore, video assets played a key role in generating leads through paid advertising.

Digital Advertising

Tapping into the branding and content aspects of our client's holistic approach, Dragon360 deployed a diverse advertising strategy inclusive of paid search and social media. Targeting geographic and demographic sensitive audience segments, this paid media component of the strategy became the lifeblood of the new student acquisition initiative.