



Case Study Part I: Facebook Video Marketing By The Numbers



Video Marketing, Powered By A.I.

The Story: Legendary Live Music Venue Joins the Video Revolution

New Hampshire's 2,000 seat Casino Ballroom is a live music venue more than 100 years old. It has hosted shows that include The Doors, Led Zeppelin and U2. Just as the acts of such a venue have evolved over more than a century, so have their marketing tactics.



The Challenge: Multiple Audiences and Inventory That Expires

The biggest challenge for the Casino Ballroom was getting the word out to multiple discrete audiences. They host over 80 unique shows a year, each appealing to drastically different audiences with preferences ranging from country to hip-hop and once the show has started, unsold seats have no value.

In order to capture the thrill and inspiration of each legendary act and get the message to the appropriate audiences, the Ballroom needed more than words and static images. Concerts are by nature experiential - **conveying the emotion of a concert is hard to achieve with images and text.**



Just as the acts of such a venue have evolved over more than a century, so too have their marketing tactics.

The Solution: Video Advertising Powered By A.I.

The Casino Ballroom had specific marketing goals and objectives aimed towards increasing the awareness and excitement surrounding all of their various shows using video ads and Facebook advertising. The Casino Ballroom utilized Magisto's A.I. powered video creation platform to turn a mix of b-roll, artist photography, camera phone footage and cleared songs into a powerful video campaign for **9 distinct artists** and an umbrella campaign for the Ballroom itself.

Goals:

- **Reduce cost of video creative, increase agility and speed of video creation**
- **Improve reach and engagement**
- **Decrease cost-per-click**

Over a period of five weeks, the Casino Ballroom and Magisto combined forces to do a series of tests aimed at determining the differences between video marketing and traditional ads. They focused on how to best create, distribute and optimize content in a timely manner, within a reasonable budget.



Test I: Display Ads vs. Magisto Video Ads

Results: Video Delivers The Story and The Numbers

What they found was surprising and, although they knew the market was embracing video, the results surpassed expectations.

Display Ad Example



Video Ad Example



Value: Video Prevails

- Video Creation:
7 Video Ads > 48 hours
- CTR: +200%
- CPC: -39%

Test 2: Hard Sell Video vs. Authentic Narrative

Value: Video Testing Proves Its Worth

- Reach: +95%
- Post Shares: +432%
- CPC: -677%
- Page Likes: +82%
- Post Comments: +264%
- CPM: -123%



Why This Video Ad Worked:

A/B Testing Creative: Traditional video workflow is too costly and time consuming for the volume and velocity of video creative needed to test and optimize. However, just like any other digital medium, video creative can and should be A/B tested to deliver the desired results. Magisto's Smart Storyboard lets the marketer test a matrix of creative and messaging for the ads.

Social "Voice": This ad felt more like native social conversation than an ad and as such got more social engagement. Increasing social engagement (shares, likes, comments) drives reach and creates media efficacy by reducing the eCPM.

“On any given night when the house lights go down and the band hits the stage you can feel a chill down your spine. Conveying that feeling is the most powerful way to promote a concert. We have always had fantastic results with video but it’s difficult and expensive to create. Magisto made it easy for us to jump start our video advertising and to test which creatives work.”

- **Andrew Herrick**, Director of Sales and Marketing

About Magisto - A.I. Powered Video Creation Platform

The Magisto video platform makes video creation as easy as PowerPoint, and creating variations as easy as editing a text document. No video skills required. Anyone, on any team can create and iterate video content with scale, ease and an authentic creative voice.

Through this, Magisto exponentially improves the unit economics and speed of video creation, all while providing the volume and agility of traditional performance mediums (i.e. display and text) combined with the emotional power of video storytelling.

Get all your fans ready to rock 'n roll with
Magisto for Marketers today.

Get Started.



Video Marketing, Powered By A.I.