# COMPANY CASE STUDY

Case Study: Balletmet Industry: Non-profit, Ballet Location: Columbus. Ohio



# AT A GLANCE

#### Challenges

- Reputation
- Target Audience
- Relatability
- Longevity

#### **Benefits**

- Ticket Sales
- Academy Enrollment
- Summer Intensive
- Audience Growth
- Gifts And Donations
- Increased Engagement

# BACKGROUND

Balletmet is a renowned ballet company based in Columbus, Ohio. They have been in operation for over 40 years and have a dedicated following of ballet enthusiasts. However, the company recognized the need to reach a younger audience in order to ensure the longevity of the organization.

#### **PROBLEM**

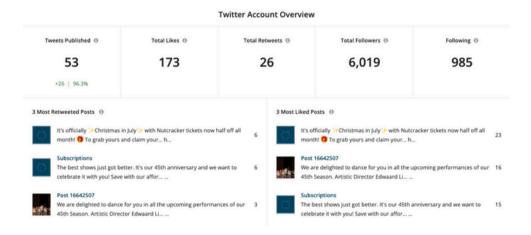
Balletmet faced the challenge of being perceived as an elitist and exclusive organization. The company wanted to break this perception and make its brand more relatable to a younger audience.

#### SOLUTION

The social media manager of Balletmet developed a strategy to make the company more approachable and relatable to a younger audience. This included the use of reels, TikToks, and dynamic short-form videos to showcase the behind-the-scenes of ballet rehearsals and performances, as well as the personalities of the dancers. Additionally, the social media manager also focused on increasing engagement by responding to comments and messages and creating polls and quizzes to interact with the audience.

# RESULTS

The strategy was successful in achieving the desired results. After the first 6 months of implementing the new strategy, Balletmet experienced a growth of +2075 new followers, higher engagement, a +113.8% increase in the number of posts, +21,597.2% increase in reach, +15,637% increase in profile views, and a +23,882.2% increase in impressions. This demonstrated that Balletmet was able to successfully break the perception of being an elitist and exclusive organization and reach a younger audience through social media.



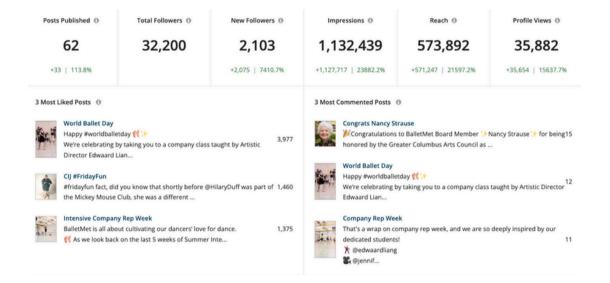
# SOLUTION

The social media manager of Balletmet developed a strategy to make the company more approachable and relatable to a younger audience. This included the use of reels, TikToks, and dynamic short-form videos to showcase the behind-the-scenes of ballet rehearsals and performances, as well as the personalities of the dancers. Additionally, the social media manager also focused on increasing engagement by responding to comments and messages and creating polls and quizzes to interact with the audience.

Posts Published ①	Likes ()	Views ①	Followers ①
33	205	185	2,240
+33	+205	+85   85.0%	
Comments ①	Impressions ①	Clicks ①	Engagement Rate ①
2	6,792	428	9.75%
+2	+6,789   226300.0%	+428	
Most Engaging Posts ①		3 Most Shared Posts ①	

# CONCLUSION

This case study demonstrates that by using reels, TikToks, and dynamic short-form videos, a non-profit organization can successfully reach a younger audience and increase engagement on social media. Balletmet's strategy is an example of how a traditional organization can adapt to the digital age and connect with a new generation of supporters.



# Contact

Typically responds withinn 1 business day











