

# 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.

| Twitter Account Overview  |               |                  |   |             |
|---|---------------|------------------|---|-------------|
| Tweets Published ⓘ  | Total Likes ⓘ | Total Retweets ⓘ | Total Followers ⓘ   | Following ⓘ |
| 53  | 173           | 26               | 6,019   | 985         |
| +26   96.3%   |               |                  |   |             |
| 3 Most Retweeted Posts ⓘ  |               |                  | 3 Most Liked Posts ⓘ  |             |
| <div><div></div><div>It's officially 🎄 Christmas in July 🎄 with Nutcracker tickets now half off all month! 🎁 To grab yours and claim your... h...</div><div>6</div></div>                      |               |                  | <div><div></div><div>It's officially 🎄 Christmas in July 🎄 with Nutcracker tickets now half off all month! 🎁 To grab yours and claim your... h...</div><div>23</div></div>                      |             |
| <div><div></div><div>Subscriptions</div><div>The best shows just got better. It's our 45th anniversary and we want to celebrate it with you! Save with our affor... ..</div><div>6</div></div> |               |                  | <div><div></div><div>Post 16642507</div><div>We are delighted to dance for you in all the upcoming performances of our 45th Season. Artistic Director Edwaard LL... ..</div><div>16</div></div> |             |
| <div><div></div><div>Post 16642507</div><div>We are delighted to dance for you in all the upcoming performances of our 45th Season. Artistic Director Edwaard LL... ..</div><div>3</div></div> |               |                  | <div><div></div><div>Subscriptions</div><div>The best shows just got better. It's our 45th anniversary and we want to celebrate it with you! Save with our affor... ..</div><div>15</div></div> |             |







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| LinkedIn Account Overview   |                    |  |                   |
|---|--------------------|--|-------------------|
| Posts Published ⓘ   | Likes ⓘ            | Views ⓘ  | Followers ⓘ       |
| 33  | 205                | 185  | 2,240             |
| +33   | +205               | +85   85.0%  |                   |
| Comments ⓘ  | Impressions ⓘ      | Clicks ⓘ   | Engagement Rate ⓘ |
| 2   | 6,792              | 428  | 9.75%             |
| +2  | +6,789   226300.0% | +428   |                   |
| 3 Most Engaging Posts ⓘ   |                    | 3 Most Shared Posts ⓘ  |                   |
| <div><div></div><div>Single Ticket Sales</div><div>Single tickets are on sale now! Experience our 45th season of company performances—including two</div><div>34.43%</div></div> |                    | <div><div></div><div>Summer Intensive</div><div>S/O to our Summer Intensive students who are in the middle of week 4 of the 2 program! They're some of the most inspi...</div></div> |                   |

# 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.

| Posts Published ⓘ   | Total Followers ⓘ | New Followers ⓘ  | Impressions ⓘ   | Reach ⓘ             | Profile Views ⓘ    |
|---|-------------------|------------------|---|---------------------|--------------------|
| 62  | 32,200            | 2,103            | 1,132,439   | 573,892             | 35,882             |
| +33   113.8%  |                   | +2,075   7410.7% | +1,127,717   23882.2%   | +571,247   21597.2% | +35,654   15637.7% |
| 3 Most Liked Posts ⓘ  |                   |                  | 3 Most Commented Posts ⓘ  |                     |                    |
| <div><div></div><div><div>World Ballet Day</div><div>Happy #worldballetday 🥳👉<br/>We're celebrating by taking you to a company class taught by Artistic Director Edwaard Lian...</div><div>3,977</div></div></div>             |                   |                  | <div><div></div><div><div>Congrats Nancy Strause</div><div>👉Congratulations to BalletMet Board Member 🌟 Nancy Strause 🌟 for being 15 honored by the Greater Columbus Arts Council as ...</div><div></div></div></div>  |                     |                    |
| <div><div></div><div><div>Clj #FridayFun</div><div>#fridayfun fact, did you know that shortly before @HilaryDuff was part of the Mickey Mouse Club, she was a different ...</div><div>1,460</div></div></div>                  |                   |                  | <div><div></div><div><div>World Ballet Day</div><div>Happy #worldballetday 🥳👉<br/>We're celebrating by taking you to a company class taught by Artistic Director Edwaard Lian...</div><div>12</div></div></div>        |                     |                    |
| <div><div></div><div><div>Intensive Company Rep Week</div><div>BalletMet is all about cultivating our dancers' love for dance.<br/>👉 As we look back on the last 5 weeks of Summer Inte...</div><div>1,375</div></div></div> |                   |                  | <div><div></div><div><div>Company Rep Week</div><div>That's a wrap on company rep week, and we are so deeply inspired by our dedicated students!<br/>👉 @edwaardliang<br/>👉 @jennif...</div><div>11</div></div></div> |                     |                    |

# Contact

Typically responds within 1 business day

