

# EMAIL MARKETING

redesign & strategy

## CHALLENGE

Slim's Presents, a live music brand in San Francisco, wished to increase the effectiveness of their owned marketing channels in the wake of drastic decreases in organic social reach.

## SOLUTION

Implement analytics tracking and observe results. Develop fresh new design for email marketing campaigns. A/B test design and send dates/times to optimize for open, click and conversion rates. Create secondary, targeted and segmented email marketing verticals to drive sales. Develop new channels for list growth.

## RESULTS

Slim's Presents email marketing campaign traffic more than doubled from the previous year's numbers and saw a huge boost in conversions, driving thousands of dollars in sales every month. Weekly contests and featured content helped to increase engagement and keep open rates above industry average (16%).

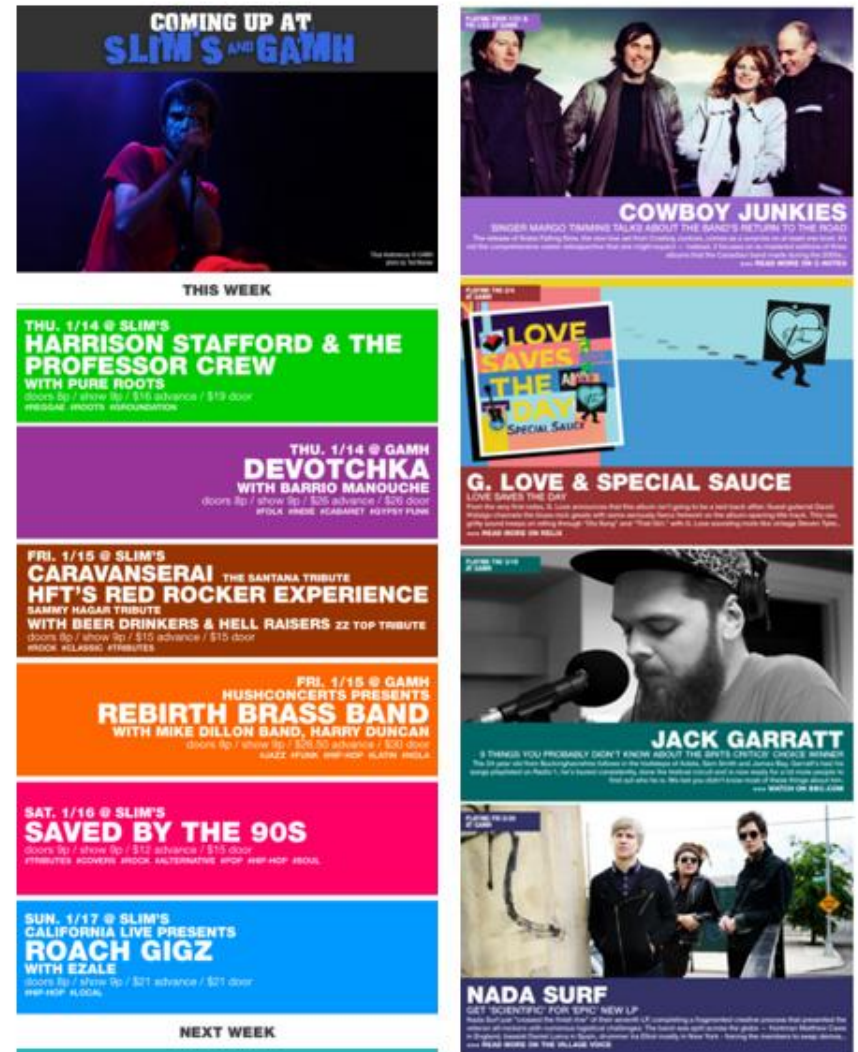
### Email Marketing Clicks

Sep 2015 - Oct 2015

3,136 

Sep 2014 - Oct 2014

1,344 



**COMING UP AT SLIM'S AND GAMH**

**THIS WEEK**

**THU. 1/14 @ SLIM'S**  
**HARRISON STAFFORD & THE PROFESSOR CREW**  
WITH PURE ROOTS  
doors 8p / show 9p / \$18 advance / \$19 door  
REGAL INDIO HOUNDDOG

**THU. 1/14 @ GAMH**  
**DEVOTCHKA**  
WITH BARRIO MANOUCHE  
doors 8p / show 9p / \$18 advance / \$20 door  
WOLA HROSE KOBARNET HOPPS PLINK

**FRI. 1/15 @ SLIM'S**  
**CARAVANSERAI** THE SANTANA TRIBUTE  
**HFT'S RED ROCKER EXPERIENCE**  
SAMMY HAGAR TRIBUTE  
WITH BEER DRINKERS & HELL RAISERS ZZ TOP TRIBUTE  
doors 8p / show 9p / \$15 advance / \$15 door  
HROSE KLABBO HTRIBUTES

**FRI. 1/15 @ GAMH**  
HUSHCONCERTS PRESENTS  
**REBIRTH BRASS BAND**  
WITH MIKE DILLON BAND, HARRY DUNCAN  
doors 8p / show 9p / \$20.50 advance / \$20 door  
HROSE HROSE HROSE HROSE HROSE

**SAT. 1/16 @ SLIM'S**  
**SAVED BY THE 90S**  
doors 8p / show 9p / \$12 advance / \$15 door  
HTRIBUTES HROVERS HROCK HTRALTERNATIVE HROPOP HROHOP HROJAZZ

**SUN. 1/17 @ SLIM'S**  
CALIFORNIA LIVE PRESENTS  
**ROACH GIGZ**  
WITH EZALE  
doors 8p / show 9p / \$21 advance / \$21 door  
HROHOP HROJAZZ

**NEXT WEEK**

**COWBOY JUNKIES**  
BINGER MARGO TALKING TALKS ABOUT THE BAND'S RETURN TO THE ROAD  
The return of Binger Margo Talking Talk's debut and their new album, which is a concept album about the band's  
and the contemporary music landscape that has inspired it. - [Interview](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [SoundCloud](#) | [Bandcamp](#) | [Live Shows](#) | [Merch](#) | [Read More On 5.11015](#)

**G. LOVE & SPECIAL SAUCE**  
LOVE SAVES THE DAY  
From the very first notes, G. Love announces that this album isn't going to be a half-baked effort. Lead guitarist David  
Hanson announces the band's new single with some seriously heavy-handed and the album opening the band. The new  
single sounds better on every level. "The Party" and "The Day" with G. Love announcing the album's first single.  
[Read More On 5.11015](#)

**JACK GARRATT**  
5 THINGS YOU PROBABLY DIDN'T KNOW ABOUT THE BRITISH COUNTRY CROONER  
The 33-year-old from Buckinghamshire makes his debut at Austin, San South and James Bay. Garratt's first  
single "The Day" is a love song, but it's a love song that's not just about love. It's about the love of music.  
and all who love it. We had you didn't know about it. [Read More On 5.11015](#)

**NADA SURF**  
GET SCIENTIFIC FOR THEIR NEW LP  
Nada Surf's new album "Scientific" is the first of their new LP. It's a concept album that's about the band's  
and the contemporary music landscape that has inspired it. - [Interview](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [SoundCloud](#) | [Bandcamp](#) | [Live Shows](#) | [Merch](#) | [Read More On 5.11015](#)