




MOORE MEDIA

A JOURNALISM-MINDED CONTENT AGENCY

ARVADA CENTER FOR THE ARTS AND HUMANITIES

MAJOR ARTS CENTER DRIVES WEB TRAFFIC, LURES FIRST-TIME VISITORS WITH AGGRESSIVE CONTENT MARKETING CAMPAIGN



“During the pandemic, when everyone else seemed to be shutting down, we hired one of the area’s leading content creators to tell our stories and make it clear to our community that the Arvada Center was going to lead the conversation. Our investment in content marketing ended up paying off tenfold, and we can’t wait to hire Moore Media for another engagement soon.”

Marcus Turner, Director of Communications and Audience Services,
Arvada Center for the Arts and Humanities

CHALLENGES

When COVID shut down live performances worldwide, the Arvada Center needed to send a strong message to its patrons that in the absence of programming, it would stay in constant communication throughout the crisis with a steady stream of brand-centered content, including breaking news, human interest stories and ever-changing COVID updates.

MOORE MEDIA | MOOREJOHN.COM | 720-231-7547

STRATEGY

The Arvada Center hired Moore Media to create a six-month content campaign on its owned media channels, and John Moore's strategy included producing continuing daily coverage of the entire Colorado theatre community by reporting on daily developments, interviewing key figures, curating compelling stories and telling audiences not what they wanted to hear but what they needed to know as the pandemic progressed.



RESULTS

During the pandemic, 12 percent of the Arvada Center's total website visitors were there to visit the Arvada Center's brand-new content portal. Visitors spent almost double the average time looking at those stories. Impressively, 65 percent of those readers were first-time visitors to the website. Also during that time, the Marketing Department commissioned three editions of its digital magazine called ArtsCentric, made up almost entirely of Moore Media brand content and sent to its entire email database.

IMPACT

Moore Media's campaign was lauded by the client as proactive and informative, and the Arvada Center especially appreciated that it engaged with its audiences at a time when other organizations were going radio silent — a strategy that will pay off for years to come with a sense of deepened loyalty from its customers.



WHAT IS IT THAT YOU NEED?



MOORE MEDIA | MOOREJOHN.COM | 720-231-7547