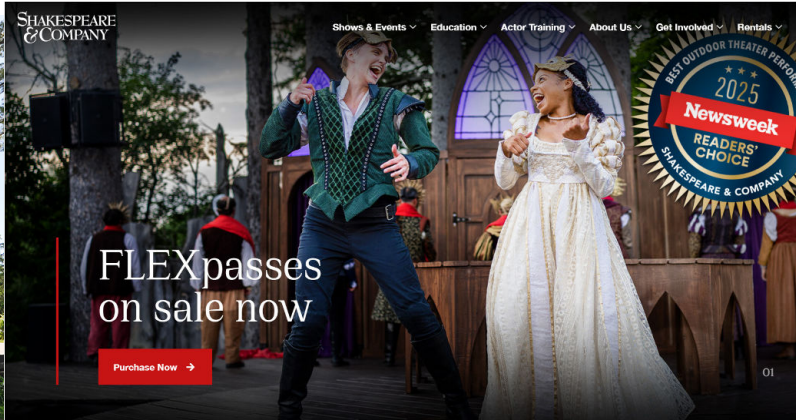


# SHAKESPEARE & COMPANY: TURNING AN UNDERUTILIZED MARKETING SYSTEM INTO SCALABLE GROWTH



## OBJECTIVE

Shakespeare & Company is a nonprofit cultural organization based in Lenox, Massachusetts, offering performance, education and actor training programs year-round. Founded in 1978, the organization serves more than 40,000 patrons annually and supports a community of over 150 artists.

With a small internal marketing team, their challenge wasn't demand, it was execution.

## CHALLENGE

Before working with Talon Media, Shakespeare & Company had marketing activity in place, but it lacked structure, efficiency and clear performance tracking.

### Key issues included:

- Google Ad Grant was active but underutilized
- Campaigns lacked clear alignment to ticket sales and program enrollment goals
- Keyword targeting and ad positioning were inconsistent
- Data tracking was limited, making ROI difficult to measure
- Outdated assets and messaging were still being used
- Brand confusion existed with similarly named organizations

The goal was to improve targeted outreach, increase website traffic and drive measurable growth in ticket sales and program enrollment.

## WHAT WE DID

Talon Media focused on rebuilding both campaign performance and the underlying system.

### Campaign Strategy & Execution:

- Developed and refined keyword strategy
- Improved ad positioning and **audience targeting**
- Structured campaigns around specific programs and conversion goals

### Google Ad Grant Optimization:

- Fully rebuilt and optimized the account
- Increased efficiency and reach
- Turned it into a consistent acquisition channel

### Infrastructure Cleanup & Alignment:

- Removed outdated visual assets and off-brand copy
- Eliminated inefficient and irrelevant keywords
- Stopped promotion of legacy or inactive offerings
- Reduced confusion with similarly named organizations

### Tracking & Performance Visibility:

- Improved data tracking for website traffic and conversions
- Enabled faster reporting and ongoing optimization
- Created clearer connection between campaigns and outcomes

## SHAKESPEARE & COMPANY, P.2

### OPERATIONAL SHIFT

As a result of these changes, marketing became more structured and actionable:

#### Lead Generation:

- Campaigns are now aligned with specific programs and goals
- The team can quickly adjust based on performance
- Reporting is accessible and tied to outcomes
- Digital efforts are increasingly measurable.

### RESULTS

The improvements were immediate and measurable:

- **IMPRESSIONS:** from 729,000 to 2.2 million
- **CLICKS:** from 3,706 to 4,266 (season over season)
- **CONVERSIONS (2024 season):** 2,432 recorded
- **INCREASED** website traffic
- **INCREASED** ticket sales
- **GROWTH** in program enrollment

**“I think it is more robust, more targeted, more scalable,”** Stevenson says. **“I would describe Talon Media as accommodating, well-versed, flexible, results-focused, human-leaning, and communicative.”**



**“Our website traffic and ticket sales have increased, our overall brand awareness has improved, and we are taking full advantage of the Google Grant.”**



**“We have a very small marketing & communications team as a non-profit, cultural organization”** says Jaclyn Stevenson, Director of Marketing & Communications at Shakespeare & Co.

### EXPANDING REACH

With improved targeting and campaign structure, Shakespeare & Company expanded beyond its regional base.

- Campaigns now reach national audiences
- Programs with broader appeal are supported more effectively
- The organization is appearing more frequently in national and international coverage

### OUTCOME

Shakespeare & Company now operates with a marketing system built for performance and growth:

- Campaigns are targeted, measurable and adaptable
- Google Ad Grant is a consistent driver of traffic and awareness
- Marketing efforts are increasingly tied to ticket sales and program enrollment

### SUMMARY

By rebuilding campaign strategy, cleaning outdated infrastructure and implementing clear performance tracking, Talon Media transformed Shakespeare & Company’s marketing from a set of underutilized tools into a structured, scalable system—driving increased visibility, stronger engagement and measurable growth.