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June 1 – December 17, 2023



SANTA MONICA HISTORY MUSEUM DIGITAL CAMPAIGN



LUX
MARKETING

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CASE STUDY

OVERVIEW

Lux Marketing Agency was enlisted by the Santa Monica History Museum to address a technical issue on their website and manage their social media campaigns for a major fundraising event. The museum faced challenges in tracking sales directly on their website, a critical component for measuring the success of their fundraising activities.



OBJECTIVE

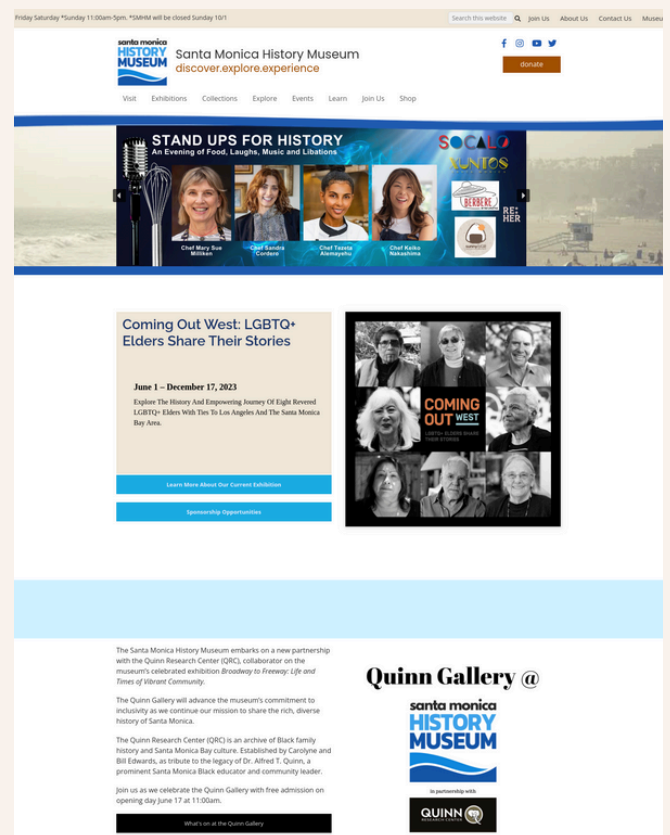
The primary goal was to enable effective sales tracking on the museum's website and to enhance the visibility and financial success of their annual fundraising event through targeted social media campaigns.

IMPLEMENTATION

STRATEGY

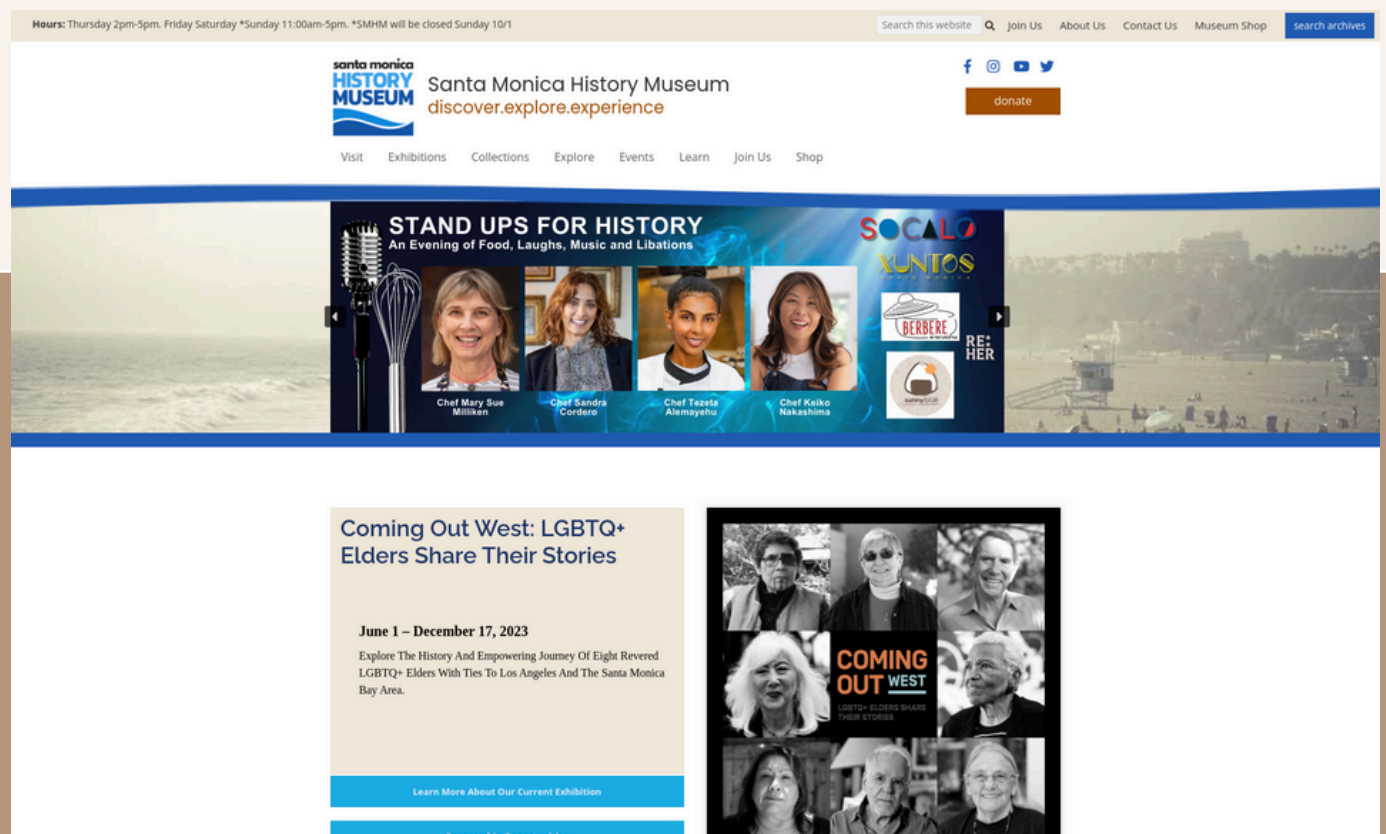
To tackle the sales tracking issue, our team developed a custom plugin tailored for the museum's WordPress website. This plugin integrated seamlessly with Meta's Conversion API (CAPI), allowing for real-time tracking of sales data server-side, thereby bypassing common tracking issues like ad blockers.

We also orchestrated comprehensive Facebook and Instagram advertising campaigns to maximize exposure and participation for the museum's fundraising event. The campaigns were meticulously planned to resonate with the community and museum supporters, emphasizing the event's importance and the museum's role in the community.



RESULTS

The implementation of the custom sales tracking plugin successfully resolved the technical challenges, providing the museum with precise data on their sales performance. The social media campaigns significantly contributed to the event's success, making it the most financially successful event in terms of gross revenue in the museum's history, as noted by Rob, the Executive Director.



CONCLUSION

The collaboration between Lux Marketing Agency and the Santa Monica History Museum demonstrated the effective use of technical solutions and strategic social media marketing to overcome challenges and achieve remarkable success. The project not only solved a significant technical issue but also played a pivotal role in enhancing community involvement and achieving record-breaking fundraising results.

The Santa Monica History Museum has retained Lux Marketing Agency for the 2024 Fundraising event in Q4.



SCHEDULE A CALL TODAY



With over 10 years of experience, Lux Marketing is your trusted partner for transforming your campaign with targeted marketing. Contact us today to schedule a call and let's take your next campaign to new heights.