

# Digital Marketing for Comedy Club

## PROJECT DETAILS

Digital Marketing

Oct. 2021 - Ongoing

Less than \$10,000

*"Our SEO improved tremendously going from not even being seen on google search to almost after two months on page 1."*

## PROJECT SUMMARY

A comedy club wanted to increase their online presence through SEO and increase traffic to their website and club. They decided to partner with Cato Marketing after getting a referral for the vendor.

## PROJECT FEEDBACK

After just two months of partnering with the Cato Marketing team, the company has gone from not being seen to being listed on the first page of the SERPs. The company was most impressed by the team's effective workflow and customer service throughout the partnership.



## The Client

Please describe your company and your position there.

Talent Booker Manager of comedy club

## The Challenge

For what projects/services did your company hire Cato Marketing, and what were your goals?

To increase presence on seo and increase traffic to website and club



**Felicia Madison**  
Manager Talent Booker, West Side Comedy Club



**Advertising & Marketing**



**1-10 Employees**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

How did you select this vendor and what were the deciding factors?

Recommendation

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

Provide advice on how to improve seo and traffic. Place google ads and give us weekly feedback on success.

How many resources from the vendor's team worked with you, and what were their positions?

3 people

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Our seo improved tremendously going from not even being seen on google search to almost after two months on page 1. Traffic increased with a 2:1 advertising dollars to traffic. Meaning we doubled tickets sales with dollar amounts.

How effective was the workflow between your team and theirs?

Very effective

What did you find most impressive or unique about this company?

Quality customer service nice friendly and get results.



Are there any areas for improvement or something they could have done differently?

None

