







## **Case Study: Bomel**

**How to sell out your event in 4 hours with email collection campaigns?**



# HOW TO CONVERT YOUR DIGITAL AUDIENCE INTO SALES THROUGH EMAIL MARKETING?


## CAMPAIGN SETTINGS


-  Collect emails
-  €150
-  3 weeks
-  France
-  Dance, Electronic, Nu-Disco
-  Instagram

Bomel is a developing artist influenced by electronic and pop music. In October, he came up with a unique concept: "Groove Kitchen", an event featuring a dinner with food, wine and music pairings, all in a warm and welcoming setting. The special feature? Limited tickets, accessible only by email registration, offering the perfect opportunity to collect contacts from the most committed fans. In this case study, we explain how Bomel managed to sell out his event thanks to our email campaigns.


The strategy was deployed in two key phases: an initial engagement campaign and a targeted email collection campaign, with a total budget of €150.

## CAMPAIGN RESULTS

  
**275**  
Emails collected

  
**70**  
Tickets sold

  
**2.14€**  
Cost per ticket sold

  
**25%**  
Conversion rate

# PHASE 1: ENGAGEMENT CAMPAIGN ON INSTAGRAM

To kickstart the initiative, engaging content was designed in the form of an Instagram Reel presenting the concept of the event inviting Bomel's community to give their email to receive the pre-sale link (link shared in their Instagram bio). This Reel captivated Bomel's existing community while reaching new audiences. The post was boosted with a €50 budget over four days to generate interactions and qualify an initial audience of interested users.







Three distinct audience segments were defined:

- **Artist Audience:** People who had previously interacted with Bomel's social media content.
- **Music Genre Audience:** Electro, Dance and Nu-Disco fans were targeted to ensure that the campaign reached an audience already receptive to these music genres.
- **Custom Audience:** Fans of artists similar to Bomel, including talents from his label AOC Records or collaborators like Møme and 2TH.

This first phase resulted in :

- Nearly 900 likes on the Reel
- 55 profile visits
- A cost per action of €0.04

This phase allowed the identification of a receptive audience, fundamental to maximizing the performance of the campaign's follow-up.

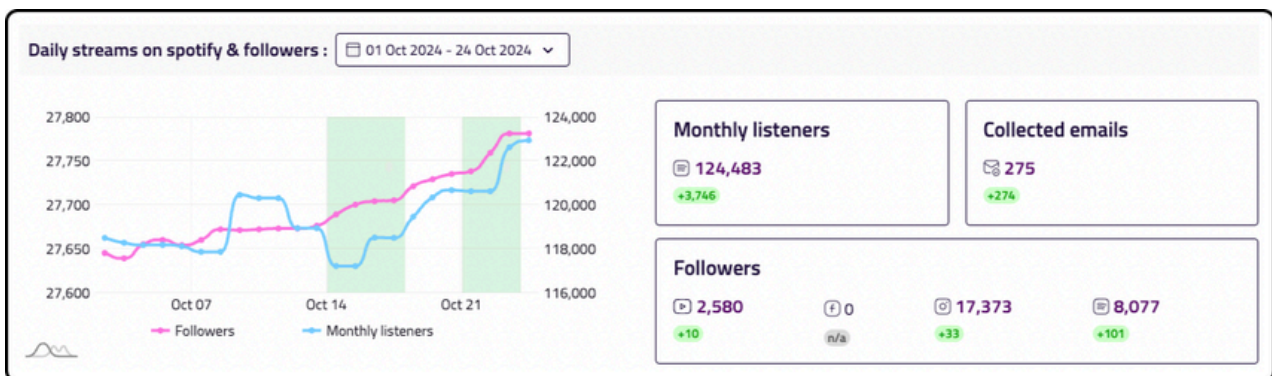
Likes: 899		Profile Visits: 55		Cost Per Action: 0.04 €	
 Total budget	 Impressions	 Total actions	 Engagement Rate	 Video views +75%	 Link Clicks
50€	11331	955	8.43%	284	21

## PHASE 2: EMAIL COLLECTION CAMPAIGN

The second phase aimed to convert this engaged audience into qualified leads through an email collection campaign, with a €100 budget over 10 days. The campaign reused the content from Phase 1 and added retargeting to specifically address users who interacted with the Reel. Users were redirected to a sponsored landing page inviting them to register with their email to access the event's pre-sale. Once emails were collected, a newsletter was sent to grant access to the ticketing system: in only 4 hours, the event was sold-out!

The campaign was successful, with:

- 275 emails collected in three weeks (from the publication of the Reel to the end of phase 2)
- 70 tickets sold, reaching a sold-out event
- A cost per ticket sold of only €2.14
- A conversion rate via newsletter of 25%



By leveraging precise targeting, engaging content, and effective lead activation through email marketing, Bomel successfully sold out his event while collecting strategic contacts for future projects. With a minimal budget of €150, this campaign demonstrated the effectiveness of email collection campaigns in the music industry.



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