



## Client

Casting Now  
www.castingnow.co.uk



## At a glance

Casting Now is an online, UK based business that provides a platform for aspiring and experienced actors, models, dancers, musicians and entertainers. By using the platform, subscribed talent can showcase their skills, apply for jobs and contact casting directors directly.

## What Lissori did

A thorough overhaul of Casting Now's online marketing strategy was implemented. This included greatly improved Adwords campaigns, a fully responsive mobile friendly website, improved tracking, a social media strategy designed from concept to generate revenue plus the introduction of other additional channels.

## CASE STUDY

# Lissori helps Casting Now increase transaction volumes by 82% in one year

Back in 2008, when Casting Now first launched, online marketing was a far simpler affair. Smartphones were relatively new and most consumers were using desktops to browse the web - plus web marketers had far fewer channels to worry about!

Fast forward to 2015 and a lot has changed, we're now spending more time browsing on phone and tablet devices than we do on desktops. Alternative advertising platforms such as Facebook Ads have also developed to a point where they must be taken more seriously.

Recognising the importance of adapting to meet the changing browsing habits of their core audience, Casting Now contacted Lissori seeking help.

**"The first issue we identified was sub par Adwords campaigns lacking structure and riddled with low quality scores, we see this a lot, most of the language coming out of Google implies that anyone can setup good Adwords campaigns, but this simply isn't the case. Getting campaigns running is easy, setting them up in a way that's profitable, producing clean actionable data and facilitating growth is far, far harder and takes a lot of experience and practice"** said Chris Head, senior specialist at Lissori.

Lissori also noted that more than half of the people visiting Casting Now were doing so on a mobile phone or tablet, but the site itself only catered for desktop users.

**"The percentage of mobile visitors was already high and increasing all the time, this was also echoed in their Google Analytics data with mobile traffic running at a significantly higher bounce rate than desktop traffic. We recommended they switch to a responsive website as soon as possible, something they were very keen to do"**

Having implemented a responsive website and completely overhauled Adwords campaigns, performance started improving. With the most pressing issues addressed Casting Now and Lissori were able to start discussing a longer-term strategy and other opportunities for growth. Development of social media channels was identified as the next priority:-

**"Casting Now had dabbled with social channels, predominantly Facebook and Twitter but hadn't managed to produce profitable results but we were sure social had more to offer. Done correctly social media channels, in particular Facebook, can enable businesses to target very specific, highly relevant demographics. It's also extremely important to recognise that traditional channels such as Adwords and social channels like Facebook can often produce better results when used together than they can in isolation."**

The decision to apply a more aggressive social media strategy was quickly validated, within months Facebook emerged as a profitable channel and soon accounted for 29% of new members.

By this stage the results produced were extremely good. When asked to highlight the key difference between the approach applied by Lissori and that of their competitors Head stated:-

**"Rather than work on the stale, per channel pricing structure still used by a lot of agencies we try to apply a more fluid, more dynamic approach to each account. There are so many online marketing channels nowadays and having a separate arrangement in place for each quickly becomes an administrative nightmare, it can also severely restrict a businesses ability to understand what's working best for them. By including them all in a single agreement we're better able to test, learn and move fast. It's this freedom to change what we do quickly that's enabled us to produce such fantastic results for Casting Now"**

All subscription revenue  
up **54.68%**

Total transaction volume  
up **82.56%**

New subscriptions  
up **93.89%**

ROAS  
up **117.72%**

If you're interested in finding out how Lissori can help you, drop them an email at [enquiries@lissori.com](mailto:enquiries@lissori.com).