Project Spotlight

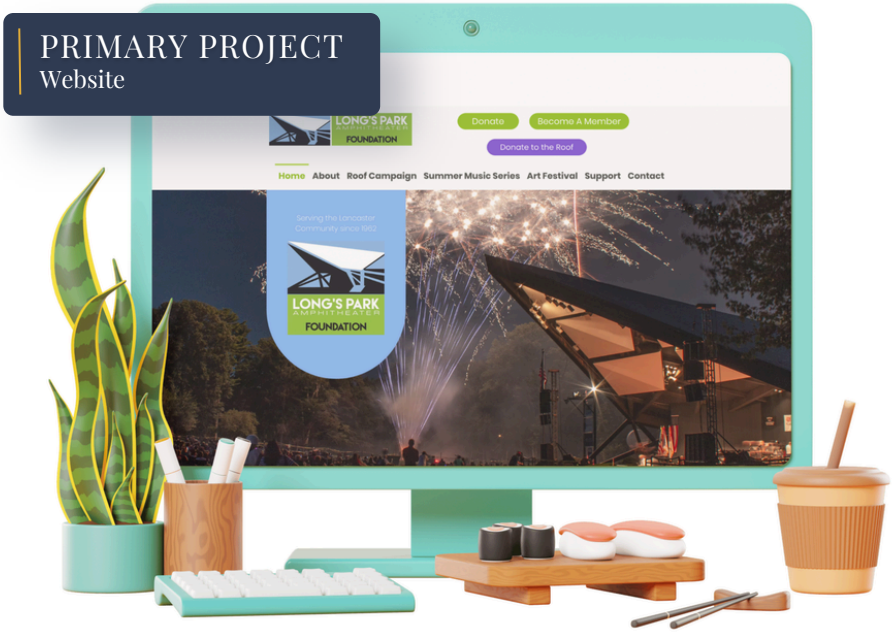
K MARKETING CO.

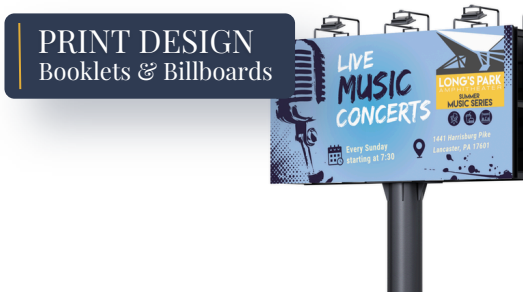
LONG'S PARK

INDUSTRY
Events, Arts & Hospitality

PROJECT TYPE
Website & Campaign

PROJECT SCOPE
Marketing Management







ABOUT
THE PROJECT

The Long's Park Amphitheater Foundation enriches Lancaster through free summer concerts and its annual Art Festival. K Marketing Co. leads their Marketing Management across events, memberships, and capital campaigns.

THE
CHALLENGE

To drive attendance and donor support across seasonal festivals and the Raise the Roof, Lancaster! campaign, Long's Park needed cohesive event branding, multi-channel ads, and stronger search visibility.

OUR
SERVICES

- Website Updates & Photo Galleries
- Art Festival Booklet, Signage & Billboards
- Meta Ad Campaigns & Email Newsletters
- Monthly SEO & Search Reporting

RESULTS AT A GLANCE

AD CAMPAIGN
+571% Ad Clicks

WEB TRAFFIC
5,030 Monthly Sessions

SEARCH VISIBILITY
1,056 Ranked Keywords

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