



BOOKCON UTILIZES SHOWCLIX'S INTEGRATION WITH TONEDEN TO SELL MORE TICKETS AND MAXIMIZE AD SPEND

BACKGROUND

BookCon, brought to life by the global live events powerhouse ReedPOP, is the ultimate celebration of books, where storytelling and pop culture collide. BookCon welcomes some of today's most prominent authors to discuss the inspiration behind their best-selling books, provides exclusive photo-ops and meet-and-greet opportunities, and enables aspiring writers to receive first-hand advice from their favorite authors in intensive writing workshops. With more than 100 special guests, over 80 panels, and dozens of exhibitors every year, BookCon offers booklovers the perfect place to indulge their love of literature.

CHALLENGE

As BookCon is geared towards a unique audience, effective online marketing requires targeted campaigns that find the most attractive ticket buyers at the best cost. BookCon's team, who also works on other ReedPOP events, needed an efficient marketing solution that's specifically designed for event organizers, and that could sustain their online presence while cutting down on the time spent on Facebook and Instagram ads.

SOLUTION

BookCon utilized ShowClix's partnership with ToneDen, an impressive Facebook and Instagram marketing platform built specifically for event marketers, to make the most of their promotional efforts and maximize return on ad spend. ShowClix and ToneDen joined forces to empower ShowClix partners to get the most out of their online event marketing campaigns and increase ticket sales. Since BookCon now has exclusive access to advertising features available only on ToneDen, such as the On-Sale Story Playbook, they were able to reach thousands of potential customers, automatically optimize their budget allocation, and sell more tickets.

RESULTS

24X

Average return on ad spend

61%

Average clickthrough conversion rate

25+

Hours saved per month during ad run

"We were truly blown away by the effect ToneDen had on our marketing campaigns. Using a great tool like this that's completely optimized for event organizers— from the user-friendly interface to the step-by-step campaign setup— is game-changing. I'd recommend ToneDen to any event marketer."

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