

Case Study: Using Digital to Enhance Entertainment

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

One of the city's longest standing entertainment venues with a focus on providing in-person entertainment and variety shows.

Operating since 2013



SECTOR

Drinking Establishments/
Full Service Restaurants/
Theatre & Dinner Theatre



HOME BASE

Calgary, AB



CHALLENGES

As an in-person entertainment destination, adjusting to post pandemic lifestyle changes are a real challenge. This client was keen to find new solutions to create awareness, convert leads into in-person ticket purchasers, and find new sources of income to drive the business back to pre-pandemic operation revenues.

SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Enhanced
Digital Marketing



Integrated
POS System



Live Streaming
Accessibility

BENEFITS

1

Building brand awareness through digital marketing -

Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

2

Upgrade integrated POS hardware and software -

Research and choose a new point of sales (POS) system to help streamline every aspect of the service operations and inventory tracking.

3

Development of event-based online video streaming -

This initiative will serve as a new additional revenue stream for the client to expand operations and to serve a wider audience with more flexible accessibility options.