



How Emerald Digital Created 865K Connections for Bane Haunted House in One Month

About the Client:

Bane Haunted House:

Bane Haunted House is deemed the scariest and most interactive haunted house on the East Coast. Originally scaring those who dared from its home state of New Jersey, in 2019 Bane Haunted House decided to expand and open up a new location in Hell's Kitchen, Manhattan. The interactive scare destination is known for its interactive play, utilizing local actors and makeup artists to make its workers as gory and scary as possible. Bane prides itself on praying on each and every individual's fears, doing individual research on each guest at the time they sign up for the haunted excursion.

Rated the "Scariest Haunted House" for the past five years by Star-Ledger, Bane Haunted House comes equipped with a safe word for those who dare to enter, and immediately escort the individual out if necessary.

Bane Haunted House is known as the fright of your life experience, utilizing fears such as claustrophobia, separation anxiety and evil clowns to deliver the scare of a lifetime. In its off-season, Bane also hosts physical and virtual escape rooms.



Industry:

Entertainment

Location:

United States

Services:

Social Media
Marketing

*Social Marketing
Lead Generation
Public Relations*



The Challenge:



Increasing Local Awareness of Bane's Newest NYC Location in Hell's Kitchen

At the start of Bane's campaign, Emerald Digital was challenged with the task of increasing local awareness of Bane's newest location in Hell's Kitchen, Manhattan, and increasing foot traffic during its primary month of October leading up to Halloween.

Bane's team knew they needed the help of a full-service digital marketing agency with a team of social media experts to hone in on every gory detail of their brand and create captivating creative content to increase local awareness for its newest location and build an excitement throughout the New York City community. Additionally, the Agency was tasked with creating multiple target markets within NYC and the Tri-State area to showcase both the traditional haunted house excursion and Bane's "happy haunt" for children ages 4-12 and their parents.

As the scariest haunted house on the East Coast, Bane is known for pulling in crowds, but with a new New York City location that's double the space and double the rent, the haunted house knew it needed a reputable digital agency to more than double its crowd.

The Solution:



Social Media Marketing Experts with Proven Success

Jennifer Condron, Founder and CEO of Bulletproof Productions, her entertainment company that includes Bane Haunted House, was first introduced to Emerald Digital through HeraldPR after seeking public relations efforts. It was then that Jennifer explained the issues with Bane's past Social Marketing endeavors and not being able to deliver captivating content directly to their target audience. In the Agency's initial discussion with Bane, Emerald provided thorough resolutions to the issues Bane had experienced first-hand with marketing efforts in the past and devised a social strategy that would work to engage all of Bane's targets. It was in that ideation session that Bane decided Emerald Digital was the best Agency to trust with the project.

After understanding the strategy behind creating content that would resonate directly with the varying Bane audiences, the Bane team placed their trust in Emerald Digital to implement and deploy a social media marketing strategy that worked to carry the gory, Halloween-themed Bane brand across all social platforms and expand its brand awareness, honed in on local audiences and built a steady flow of foot traffic for the haunted house's weekly excursions throughout the month of October.

Emerald's team of social marketers diligently worked to create out-of-the-box social content that wouldn't only engage Bane's audience, but also interest them in the fright of their life experience.

The Result: A fully-optimized and secure website with increasing traffic rates and load times.

The Result:



Over 865K Connections in One Month and Ad Impression Value of 175%

When Bane first started with Emerald Digital in October 2019, the scariest haunted house on the East Coast knew it needed to double its traditional foot traffic after expanding into its new Hell's Kitchen, Manhattan location. After bringing on Emerald Digital, Bane Haunted House quickly saw a transition in its branded content and was delivered captivating content that carried the look and feel for the Bane Haunted House brand, which was immediately deployed for Bane's social strategy. In just one month, Emerald Digital created over 865K connections from its Social Marketing campaign at a cost per result (CPR) rate of just \$0.06.

Throughout the course of the month, Emerald Digital's social ads for Bane Haunted House earned an average of 1,000 engagements per day, with 10% of total ad engagement coming from multiple Ad Carousel sets and an additional 10% from family-oriented Ad Sets promoting the haunted house's children hours.

“ The Public Relations team got Bane a segment on Entertainment Weekly. Thanks guys!! This [was] awesome!!

*- Jennifer Condron, Founder & CEO
Bane Haunted House*



**Is your social marketing campaign
delivering quality results? It should be.**

Emerald Digital has an expert team of social marketers ready
to develop impressionable content and ad sets that
deliver results.



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