



Steve Richo
 Co-Founder
 @Noise New Media

COMPANY NAME

Noise New Media

INDUSTRY

Digital Advertising
Live Events

LOCATION

Nashville (TN)
USA

FOUNDED

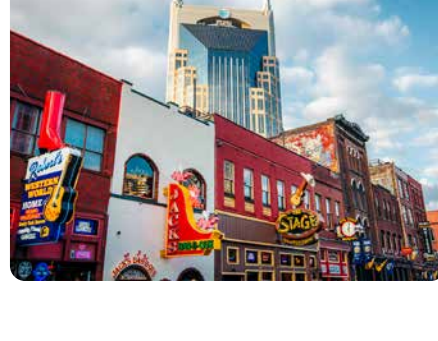
2008

Questions

What is Noise New Media?



"Noise New Media is an agency based in Nashville, Tennessee. Our clients are some of the largest events in North America."



"Our clients sell about 12.5 million tickets per year throughout all different parts of the United States. We also have a division that services comedy clubs. Our main focus is helping them build confidence in spending digital ad dollars, tracking those results and ultimately selling tons of tickets."

What do you do for the company?

"I'm the Co-founder of Noise New Media. I'm in charge of finding new technologies that make our work easier and bring value to our clients."

How do you help your clients grow?



The top 3 ways we help our clients grow are:

"First and foremost, we focus on helping them grow their CRM. Their first-party data has become so much more important again in 2022. So, we are really trying to help grow customer database to maintain customer relationships for our clients as a huge growth driver for us."

"Secondly, we help our clients grow by helping them become comfortable with the idea of spending a good portion of their advertising budget on digital. We think that number should be around 40% for digital in 2022."

"The third point is that we also help them grow their ticket sales through effective digital marketing, running online advertising campaigns, doing consistent email marketing, and even SMS to really drive conversions on their ticket purchases."

How well did the Paragone team understand your needs? In what way did we help your business?



"Pretty well! For example, the Paragone team helped us quickly summarize our main objectives for selling tickets for events. There's actually quite a few other areas like defining smaller objectives that really have to be executed properly in order to lead to a very successful campaign."

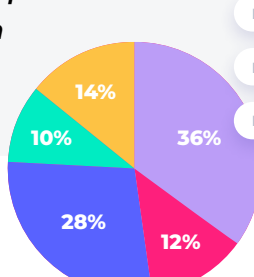
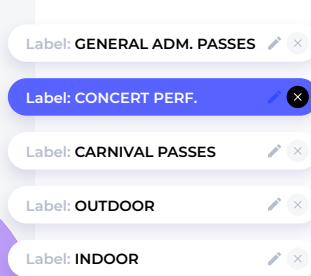
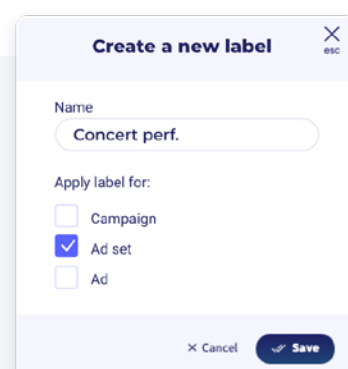


"For example, we'll have a larger campaign for our clients and, within that campaign will have specific spends for general admission tickets, concert tickets, horse racing and follower growth, plus other different objectives. Different ad spends sometimes need to be visualized separately. We also needed some specific ways to visualize this data and also make it super easy for the client who, in most cases is not very experienced in digital marketing, can look at it in one place and see a really clear picture of all the hard work that we're doing behind the scenes."

Pick one feature on Paragone that you found most useful on a daily basis.



"Our favorite feature to use is Labels. Labels allow us to assign tags to certain campaigns or certain ad sets and categorize those campaigns into every part of the visualization structure. For example, I can show clients a view of their general admission campaigns vs their concert performance vs their carnival campaigns. How are those campaigns spending, and what is the performance of those campaigns listed separately. It helps us to keep track of our budgets for each bucket that we have."



Pick one event that would be a very representative to Paragone.



"That's a good question! I would say an event here in Tennessee called Bonnaroo."

"I think Bonnaroo could represent Paragone, because at Bonnaroo, there are a lot of artists that are my favorite. Also, there are a lot of artists I have never heard of, but seem very interesting."

In the same way, on Paragone, there are a vast number of features, including automation, specific features to control the campaigns, and things that your team is adding all the time."

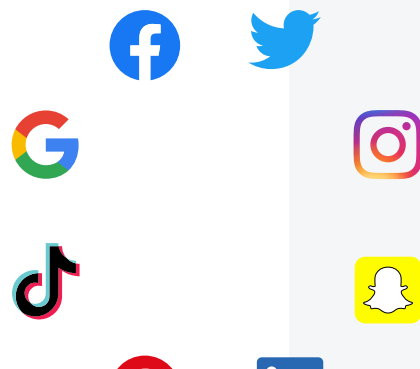


"I feel that Paragone is kind of the same as Bonnaroo, there is an extra layer of the digital atmosphere that we don't understand yet, but we are looking forward to getting to know."

Is it enough to advertise on only one or two channels or really have an omni channel holistic view and put your money on paid advertising in each channel depending on the objective?



"Yeah, an omnichannel strategy is absolutely necessary for us. Every project that we approach in 2022 starts with a comprehensive ad plan which usually includes five or six channels. Sometimes there are even more depending on the specific events."



"We have seen the landscape of digital advertising altered due to changes in privacy regulations. There are so many targeting capabilities that we've enjoyed using in the past that are literally going away. It leaves us with building our own CRM system and truly relying more on first-party data. So when we reflect on our digital advertising strategy today, we realize that we need to know that every dollar we spend on advertising results in a ticket sale and also in the acquisition of customer data."

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