



CASE STUDY

# How Live Nation uses Khoros to Boost Ticket Sales and Maintain Brand Voice



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Khoros allows us to maintain a more unified brand voice across multiple channels, pages, and platforms.

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Tim Carr

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Vice President of Social Marketing,  
Live Nation Entertainment

# Executive summary

With 325 social media accounts, 133 users, and more than 32,000 artists to promote, Live Nation Entertainment—the world’s largest producer of events—is an enterprise powerhouse. Live Nation’s marketing model is hub-and-spoke: the Live Nation central team creates content to support their local marketers across the United States. Until recently, however, those local marketers were publishing natively to each individual social network. This led to big gaps between the central and local marketers. First, it was inefficient and slowed down collaboration: Live Nation central shared content through a daily email that prompted local marketers to download, copy, and schedule the content themselves. This process was three steps too many. Second, Live Nation lacked access to reliable content and campaign performance data across their local accounts, which they needed to inform future strategy. On top of all of this, Live Nation also needed to maintain consistent brand voice across channels, pages, and teams.

Khoros’ digital customer engagement software bridged these gaps for Live Nation, creating an environment of seamless collaboration between the central and local marketers. Using Khoros, the Live Nation central team now works closely with its local marketers to create, plan, and distribute social content for all of its social accounts—all from one platform. Using the distribution capability within Khoros’ campaign planning tool, the Live Nation central team easily distributes content to their local marketers. The central team can push content directly onto the local marketers’ calendars. Those local marketers can then publish as-is, or edit it to fit their specific scheduling or market needs. This has drastically simplified their collaboration, increased efficiencies, and provided them with visibility into aggregated content performance analytics—all while promoting a consistent brand voice across channels. They call this distribution the Daily Content Feed, and the engagement from these posts is consistently off the charts.

# How they made it work

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## Draft

and schedule content within Khoros, then distribute that content easily to their local marketing teams across the enterprise for publishing on local channels

## Analyze

performance using Khoros reporting dashboards, allowing content performance to inform future content strategies

## Monitor

what local marketers are posting and what pages they are posting to

## Further

refine content strategy by regularly evaluating over- and under-performing content

## Live Nation fans listen to live music that moves them.

With Khoros, Live Nation marketers can tune in to content performance—and use that data to set content strategies that move their fans as well. Thanks to Khoros, Live Nation can more efficiently grow their social channels, promote their tours and, most importantly, sell tickets.

**Live Nation** @LiveNation  
REPLY to send Happy Birthday wishes to the one and only @S\_C\_ 🎉  
Grab tickets to see his #444TOUR: [livemu.sc/2iB3Inc](http://livemu.sc/2iB3Inc)

**Live Nation Concerts**  
November 29 at 2:00pm · 🌐  
Screenshot to find out which Demi Lovato you are! Share  
Get tickets to see her live with DJ Khaled and Kehlani <http://livemu.sc/2A4yPvO>

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@jlo....#AllIHave. Get tickets at #LiveNation.com (link in bio). #JLoVegas livenation #jlo #allihave #jlovegas #livenation #livemusic #liveshow camilanaiaara18 Wow @JLo QUEENLO 🥰🎉🎉 dreadinardo I WISH!!!

# Results

Having comprehensive performance data in one platform means Live Nation can rest assured knowing they're informing their content strategy and creating content that resonates with fans. Using the analytics and reporting available within Khoros, Live Nation can track and measure the metrics that matter most to them, including engagement, views, and conversions (ticket sales) for each social network—and that's music to their ears.

2x

Faster content creation and distribution

↑ 20%

Engagement on pages using the Daily Content Feed

↑ 30%

Content shared year-over-year

“

Khoros has made it easy for marketers to share one piece of content with over 300 pages at one time.

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