

Business-to-Business

ticketmaster®

Clients in this industry demand expertise. In a fiercely competitive market, clients are looking for solutions that drive brand awareness and revenue.

About the Client

Ticketmaster Enterprises required a strategic plan that would not only lay the foundation for the website experience leveraging audience insights and competitive research, but also establish a future-proofed UX vision.

The Challenge

Ticketmaster Enterprises needed a clear and actionable strategic approach that designed a website positioned to win the hearts of the next generation of customers.

Additionally, the website also needed to maintain Ticketmaster's position as a global leader of live event ticketing.

Actions

Created a comprehensive strategy that defined narratives for the website experience, supported global website goals, and ensured an engaging audience experience.

Served as Lead Strategist on the project and managed freelance resources.

Skills Applied

Creative Strategy

Journey Mapping

Research & Data Synthesis

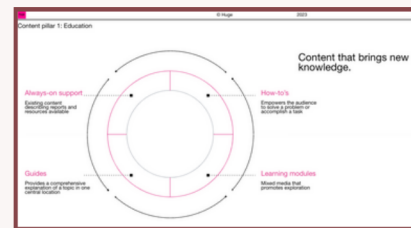
Workshop Facilitation

Results



Additional tracks of work, generating a new Statement of Work.

Strategic pillars created to drive content creation.



Customized client workshops designed to align on the evolution of the website.



Client Feedback

Fantastic work everyone! Thank you so much for your effort and passion throughout this engagement! It's not every project that gets unqualified praise from the President of Ticketmaster, you should all be very proud!

Vice President, Client Partnership