

How I improved engagement and streamlining for Circus Sanctuary

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Circus Sanctuary

Circus Sanctuary is a circus arts studio in Tucson Az that provides a range of classes, workshops, and private training. They are a community focused studio that occasionally puts on performances as well.

My Role

At Circus Sanctuary, I worked as a marketing assistant and consultant, focusing on social media strategy and paid advertising. I trained the team on content editing and platform optimization, taught them how to develop content schedules to streamline production, and improved ROI on ad campaigns—reducing cost per click from \$0.60 to \$0.06 through data-driven content optimization.

Challenges and Objectives

Challenges

- Slow and time consuming Social Media management Process
- Unoptimized paid ad campaigns resulting in unoptimal ad campaigns
- lack of streamlined structure for social media team

Objectives

- Train on social media editing and platforms
- Increase ROI for paid ad campaigns
- provide guidance for improving social media numbers and video content

Strategy and Execution

Paid Social Media Strategy

SMART Goal

- Decrease production cycle time for social media by 30% and train team on proven marketing strategy and best practice

Key Performance Indicators (KPIs)

- Team Satisfaction
- Overall Social Media Health and engagement

Total Growth Stats

785

Link clicks

\$0.0634

Cost per Link Click

\$49.75

Amount spent

\$10.00 daily budget

5,938

Reach

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Recommendation Guidance

1.11

Frequency

\$0.0634

CPC (cost per link click)

6,564

Impressions

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Purchase ROAS (return on ad spend)

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Unique clicks (all)

^ Show less

The Results

Team was able to use social media platforms to develop content
schedules and save time

Decreased cost per click from .60 to .06 cents

Saw measurable results in optimized content differences