**Case Study: MyTicket**

**Client Overview**

**Industry:** Ticketing & Aviation  
**Location:** Esenyurt, Istanbul  
**Website:** N/A  
**About:** MyTicket is a ticketing agency working directly with **Jordanian Aviation and Royal Jordanian**, offering tickets at a cheaper price.

**Challenges**

1- **Underperforming Tickets** – Some ticket categories were not selling as expected.  
2- **Zero Social Presence** – MyTicket lacked online visibility and engagement.

3- **Poor Customer Relationships** – No structured communication, leading to lost potential sales.

**Our Strategy**

1- **Social Media Engagement & Customer Service Enhancement** – We restructured their **Facebook page**, making it appear managed by a professional team.  
2- **SEO & Keyword Optimization** – We improved **organic search rankings**, focusing on **“MyTicket” and “Jordan Flights”** to drive visibility.  
3- **Referral & Affiliate Marketing Implementation** – Encouraged existing customers to refer others.  
4- **Faster Response Times** – Ensured all inquiries were handled **without delays** and improved communication clarity.

**Results**

**50% increase in engagement** on their social platforms.  
 **100% improvement in response time**, eliminating delays.  
 **SEO Growth** – From **60 to 600 impressions** (a **900% increase**).  
 **8.9% conversion rate**, translating impressions into actual ticket sales.  
 **Improved Ticket Sales** – Previously underperforming tickets started selling.

**Key Takeaways**

1- A **structured digital marketing strategy** can **revive customer engagement** and **improve conversions** even in industries like ticketing.  
2- Investing in **SEO and engagement-based customer support** creates long-term value and **better user experiences**.

**Testimonial**

*"We appreciated the work and effort provided by the team, friendly and professional!"* – Yousef Salahat, ⭐⭐⭐⭐⭐