



“Full Circle” Art Exhibition Series (Charleston, SC)

How SCPM Media turned a simple idea into a cultural milestone—driving over 300 attendees and \$12,000+ in art sales.

\$265.68	376	\$12K+
Shoestring Budget Across Meta & YouTube	Tracked Conversions	Art Sales Generated

Overview

The “Full Circle” Art Exhibition, hosted in Charleston, SC, in 2024, featured local artist Demetrius Bing (Art of Bing). What began as a simple idea and a venue was transformed by SCPM Media into a fully executed cultural event. With full-scale marketing support, the show grew into what attendees and community members called a cultural experience rather than just a gallery gathering—drawing 300+ attendees and generating \$12,000+ in art sales.

Approach

SCPM Media managed every stage of marketing and technical execution. This included developing a custom landing page, setting up event and conversion tracking, QR codes for purchases, and implementing Meta and YouTube ad campaigns. Retargeting strategies increased exposure for interested audiences, while creative assets—video ads, static graphics, and social storytelling—highlighted the artist's voice and unique creative identity.

Results

The campaign delivered 19,463 impressions, 963 clicks, and 376 tracked conversions. Meta ads accounted for 93% of Eventbrite ticket traffic, with Eventbrite reporting a 14.94% conversion rate—resulting in 199 tickets sold from 1,332 visits. With just \$265.68 in total ad spend, SCPM Media helped produce \$12,000+ in sales and turn “Full Circle” into a cultural milestone for Charleston.

“Great experience and professionalism throughout all experiences. Very knowledgeable and strategic about marketing to an audience that would be interested in my artwork. The website Aubrey made was perfect for my business. He created links to all my social media accounts, to my merchandise, and even upcoming events—kept updating it for buyers.”

– Demetrius Bing (Art of Bing)