



**Nave
Strategies**

CASE STUDY

Greenville Symphony Orchestra

Two years of strategic partnership. \$322,000 in cumulative revenue growth.

Strategy. Revenue. Systems. Built for small teams.

ENGAGEMENT OVERVIEW

Data analysis

Copywriting

Campaign architecture

Implementation Systems

Pricing

Revenue budgeting

Collateral direction

The Greenville Symphony Orchestra engaged Nave Strategies in September 2023 facing challenges familiar to orchestras of their size: subscriptions had stalled, single ticket sales were inconsistent, and there was no systematic approach to building patron loyalty over time. Over two seasons, Nave Strategies worked alongside GSO leadership as a strategic partner — building the campaigns, systems, and frameworks that turned real audience potential into measurable revenue growth.



"Nave Strategies brought both the strategic thinking and the hands-on capacity we needed at exactly the right moment. They didn't just tell us what to do — they helped us build systems we could actually sustain. **The results speak for themselves.**"

Jessica Satava
Executive Director, Greenville Symphony

OUR APPROACH

Nave Strategies stepped in as a working strategic partner at a moment when GSO needed both leadership and capacity. Over two seasons, we built and ran the systems, wrote the copy, directed the collateral, and developed the frameworks — while keeping every decision oriented toward measurable revenue growth.

Subscription Strategy

- Built behavioral segments from patron data and tailored renewal messaging for each.
- Embedded an invitation to add a second series directly into the renewal campaign, driving dual-package adoption.

Pricing & Revenue Budget

- Analyzed historical sales patterns for the holiday concert and used the data to increase top-tier ticket prices.
- Applied the same data-informed approach to build realistic, defensible revenue budgets.

Single Ticket Strategy

- Developed a concert-by-concert marketing plan based on expected demand rather than a single template.
- Implemented sales trackers that flagged underperforming or overperforming concerts early enough to act.

Implementation Systems

- Built a campaign management system in MS Planner covering every task, owner, and deadline across all marketing campaigns.

RETURN ON INVESTMENT



Cumulative revenue increase across subscription and single ticket sales over the full engagement.

SUBSCRIPTION CAMPAIGN RESULTS

Over two seasons, GSO reversed a period of stagnation and rebuilt momentum across every key metric. The increase in dual-package subscribers—patrons who hold more than one series—is the clearest indicator of deepening loyalty, not just transactional renewal.

+39%

Packages sold

1,064 → 1,477

+36%

Subscription revenue

\$316,734 → \$430,131

+40%

Subscriber households

492 → 690

+40%

Dual-package subscribers

140 → 196

2023-24 to 2025-26

SINGLE TICKET CAMPAIGN RESULTS

Single ticket strategy focused on two levers: selling earlier and pricing more deliberately. The results were sharpest in early sales velocity—a direct outcome of building concert-by-concert plans and tracking demand in real time.

+124%

**Holiday tickets sold
before Labor Day**

483 → 1,083

+33%

**Single tickets sold in
first week**

140 → 942

+45%

**Single ticket
revenue**

\$738,867 → \$923,251

2022-23 to 2024-25

Ready to put your patron data to work?

Let's talk about what's possible for your organization —
no prep needed, just bring your challenges.

[Schedule a free call](#)



info@navestrategies.com | 615-583-0160

navestrategies.com | linkedin.com/company/nave-strategies