

6 Ways to

**KEEP IT
PERSONAL**

ENGAGING & MANAGING YOUR
AUDIENCES INNOVATIVELY,
AUTHENTICALLY & PERSONALLY

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Why Read This E~Book?

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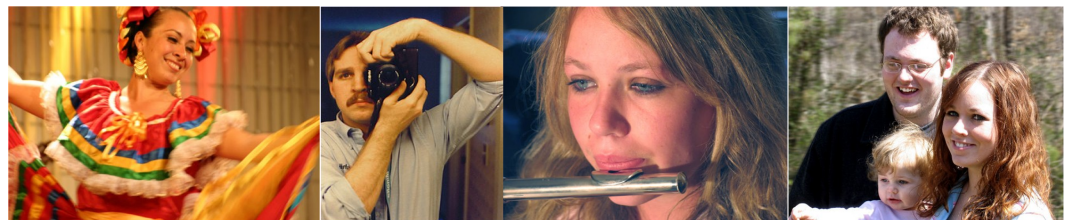
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As a budding arts marketer, you are already aware of the enormous potential packed into social media platforms. These tools provide a special arena for arts marketers to challenge traditional business models, shed their formal “marketer” persona, and connect with their audiences on a more intimate level. Audiences today expect their theater or museum experience to extend beyond the front door. They are accustomed to and expect brands to infiltrate their lifestyle and become a part of their personal network.

In this free E-book, you will learn:

- **WHY** *keeping your marketing personal* establishes an emotional connection between your institution and your patron.
- **HOW** this connection ensures long-lasting patron loyalty, inspiring ideas, and spontaneous outcomes
- **6 practical ways** to do it

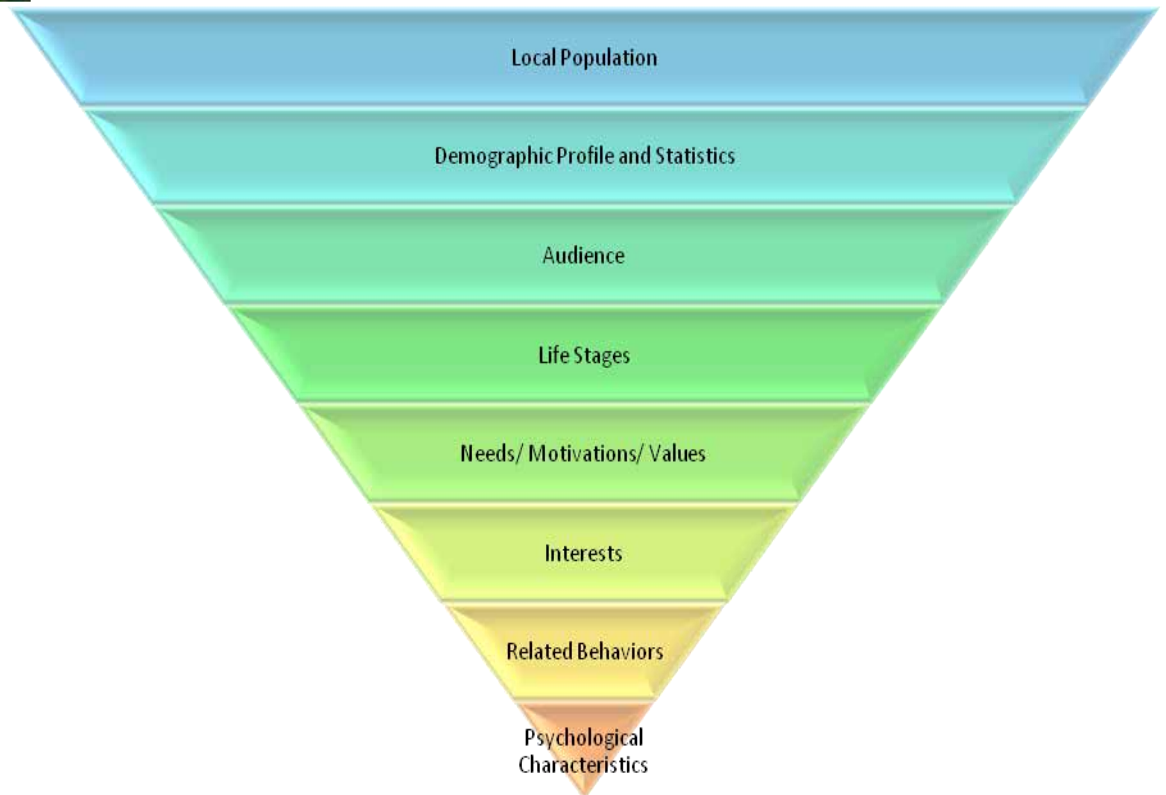


1. Keep It Real & Know Your Audience



AS WE BEGIN, visualize your audience with this Personalizing Funnel and complete the “Getting to Know Your Audience Exercise.” These exercises are designed to help you think about how you are working toward reaching your target audience.

PERSONALIZING FUNNEL



Local Population: Look at your local population from a demographic, geographical, behavioral, and psychographic stand point.

Demographic Profile and Statistics: Use statistics from the [National Endowment for the Arts](#) or [US Census](#), conduct surveys, or organize focus groups to categorize your local population.

Audience: Observe your current audience. How do they compare with your overall local population?

Life Stages: Is your target audience independent singles? Married with young kids? Empty nesters?

Needs/Motivations/ Values: Do they seek entertainment? Philanthropic fulfillment? Do they want to relax and enjoy the show or participate?

Interests: What interests do they share?

Related Behaviors: Do they like to meet new people? Are they involved in community activities?

Psychological Characteristics: Are they optimistic? Does your audience share a certain personality trait?

QUESTIONS TO PONDER

Audience Demographics

- What are the demographics of your current target audience?
 - Age
 - Gender
 - Ethnicity
 - Income
 - Education
 - Family Status

Audience Outreach

- How does your audience hear about an event or performance?
- Do they buy tickets on or offline?
- What is your email reach? Your direct mail reach?

Competition

- Who is your competition?
- What is your competitive advantage?
- What are your core competencies that will attract your target audience?

By asking these questions you begin to look at your audience as a group of INDIVIDUALS.



GETTING TO KNOW YOUR AUDIENCE EXERCISE

Start by defining your target audience:

Target Group

Demographics

Personalized Description

Now focus on your core competencies. What makes you strong, unique, and attractive to your desired audience?

How can you tailor your marketing strategies to encompass your core competencies and the needs of your target audience? Remember: Keep it personal.

NOW that you have painted a mental picture of your audience, start building your *personal* marketing plan with **MARKET SEGMENTATION**. Start by recognizing the groups that have consistently appreciated your organization's exhibitions, or performances, or programs. Expand your reach by recognizing new segments that could potentially appreciate your organization.

MARKET SEGMENTATION

When you have the right audience segmentation, you will begin to attract the right people, sell more tickets, and increase customer loyalty. Why?

- **Customization:** Once you have selected your key segments, you can begin to tailor your marketing strategies and messaging to fit their needs and desires.
- **Audience Retention:** Tailored marketing strategies and messaging create personalized communications. When an audience member feels like you are responding directly to them, they become more invested in your organization.
- **True Patron Appreciation:** Market segmentation will help your organization identify those members of the population that truly appreciate your institution, the artists you represent, or the performances you produce. In turn, you are able to give them the appropriate attention to turn them into life-long supporters and donors.

PRACTICAL TOOL CRM SOFTWARE

CRM (Customer Relationship Management) software allows marketers and fundraisers to create and maintain a profile for every patron, increasing the effectiveness and efficiency of segmentation and your communications. Systems like Avecra and Patron Manager CRM can help you accomplish all of today's demands because the more you know about your customers, the more your patron retention rate will increase. These systems keep the entire organization up to date and keep you from duplicating your efforts among development, membership, and marketing teams.

CASE STUDY Portland Trail Blazers

CRM programs help analyze ticket sales, revenues, and loyal customers for the Portland Trail Blazers. The information helps the sales team customize their pitches, target certain audiences, and enhance the overall experience for returning customers. Some of their targeted strategies are backstage passes to season ticket holders, personalized invitations to special receptions and events, and targeted Twitter messages to local fans.



2. Shift the Spotlight onto Your Patrons

The days of “look at me” advertising and branding are gone.

“The power is with the consumer... marketers and retailers are scrambling to keep up with her.”

A. G. Lafley, former chief executive officer, Procter & Gamble Company



WHAT YOU NEED TO KNOW

A simple interaction with real people in real-time is a great way for your organization to keep your marketing plan personal. By increasing patron participation, you heighten the experience and deepen engagement with your brand.

Everyone has a **personal network** either on Facebook, Twitter, LinkedIn, or a blog. A great way to effectively market your organization is to become a part of their personal network and use it as a platform for interactive conversation & engagement. Listen to your audience.



PRACTICAL TOOL PARTICIPATION MARKETING

“Today consumers have more choice—and more control—than ever before. We operate in a dynamic economy, where consumer attention is a limited resource. Hence the old, exposure-based marketing models have become obsolete. Success can no longer be achieved by simply gaining attention - instead you need to captivate your consumer.”

Starcom Mediavest Group

Participation Marketing gives the consumer a certain amount of control. If consumers want to experience the brand, why not let them help create the experience?

DON'T: Push out information; it is an antiquated strategy. Marketing is not a megaphone.

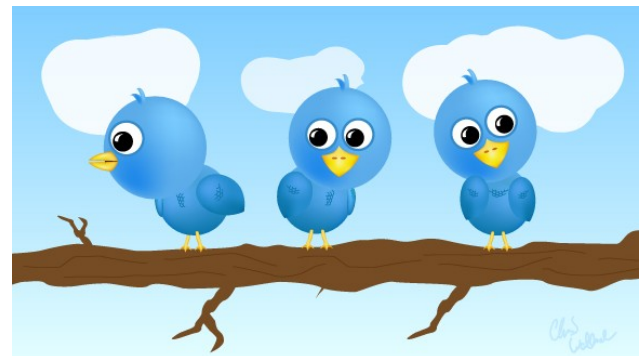
DO: Create unique marketing campaigns that encourage conversations, engagement, and creativity to yield the results you desire. Ask questions, take polls, ask the questions from your audience to get the answers you need & follow through.

RESULT: Advocacy! (Patrons start advocating for your brand.)

Patrons are increasingly demanding **memorable experiences**; therefore, it is your job to help create unforgettable ones! Kick start their experience by creating unforgettable and unique content. Then relinquish control and see what your patrons are capable of! Check out [Oddcast](#), an organization that believes in participation marketing and has successfully launched many viral marketing campaigns.

CASE STUDY @N2NBroadway

In 2009, the Broadway show “Next to Normal” shocked the world when it accepted adaptations to the show over Twitter. Fans could tweet @N2NBroadway and type their suggestions. Damian Bazadona, president of Situation Interactive convinced “Next to Normal” to experiment with participation marketing. He said, “The content itself was doing the selling for us, so we didn’t need to bang someone over the head and say, ‘Here’s how to buy tickets.’ That would have smelled so advertising.”



3. Create a Personality & Set a Tone that Resonates

Fact: As of November 2011, there are more than 800 million active Facebook users. There are more than 900 million objects that people interact with (pages, groups, events and community pages).



Q: *How are audiences supposed to identify with a brand and cultivate an intimate relationship online with all of these distractions?*

A: No matter what social media platform, your brand must distinguish itself and create a personality. It is crucial to your survival.

Q: *How does an arts institution distinguish itself online?*

A: Through consistency, authenticity, transparency, and engaging with your followers or fans.

Keep it personal: Be yourself. Be honest. Be open. Be consistent.

WHAT YOU NEED TO KNOW

Social Media users want a person, not a marketer, an experience not an advertisement, and a conversation not the news.

Ways to Build a Persona

1. **Create a conversation:** Think of your messaging as a conversation at a cocktail party. What language would you use? Be casual, be friendly, and be relaxed.
2. **Use humor:** In real conversations we smile, laugh, and emote. Bring these feelings to your messages.
3. **Don't be afraid to go back to the drawing board:** Change is unavoidable so keep an open mind and remain flexible. If your current voice isn't working, try something new.

“Bring the best of your authentic self to every opportunity.”

John Jantsch, author of “Duct Tape Marketing”

FACEBOOK CASE STUDY

Mystery Image

Museum of the City of New York posts a piece of artwork on their Facebook wall every week. The artwork that they choose usually has a NY building or intersection in the composition. The museum asks their Facebook fans to identify the building or intersection. Fans make educated guesses, interact with other fans, ask questions, and share stories. This engagement activity has truly resonated with the museum's followers and they continue to guess every week.

TWITTER CASE STUDY

@NOMA1910 & @IMAmuseum

During the 2011 Super Bowl, @NOMA1910 (the New Orleans Museum of Art) and @IMAmuseum (the Indianapolis Museum of Art) placed their bets on Twitter. This activity demonstrated to followers that museum staff members were committed to each other, their teams, and their hometown. Through Twitter, the two museums created personalities that resonated so deeply with followers that their interest in the museums extended beyond Super Bowl weekend.

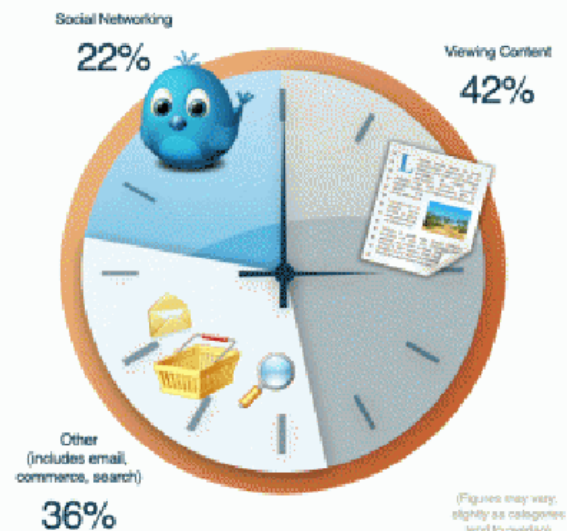


HOW THE WORLD SPENDS ITS TIME ONLINE

Nielsen periodically releases data from its studies of consumer behavior online. Here are the latest findings regarding social networking, brands, and world net usage:

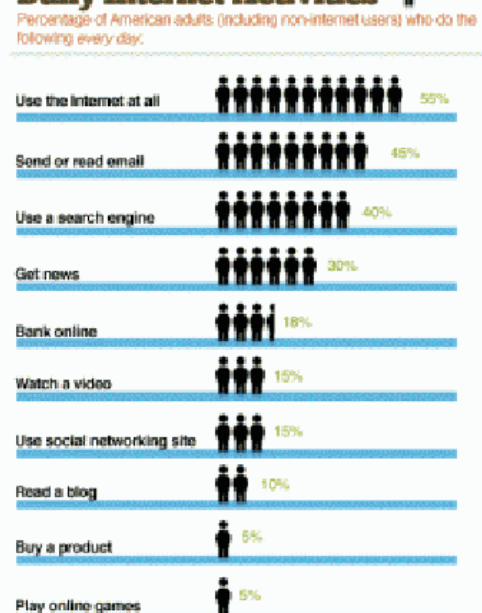
Total Time Spent Worldwide

As a percentage of total Internet hours spent by all users:



Daily Internet Activities

Percentage of American adults (including non-Internet users) who do the following every day.



SOURCE: PEW



4. Get the Word Out & Become a Talked About Brand

Everyone wants to know what to listen to, where to eat, and what clothes to buy. Where do consumers look for influence? They look to their friends. They look to YOU.

Gary Vaynerchuk, blogging sensation, emphasizes that “friends” (which, as arts marketers know, can now be brands via social media engagement) are influencing buying decisions. Vaynerchuk predicts that this idea of “brands as friends” will have a trillion dollar impact and become a life altering phenomenon. In order to survive, brands need to switch their focus from relying on content, to creating **CONTEXT**.

“Word of mouth marketing is one of the most desirable activities to brands, why? Because research on trust shows that consumers (folks like you and me) trust the opinions of people we know more than anyone else. It makes sense of course, think about the next time you’re going to buy a car, whose opinion are you going to trust, those of your friends or the opinion of the sales guy representing the product?”

web-strategist.com

TWITTER → CONTACT → CONTENT → CONTEXT → WORD-OF-MOUTH

Problem: So you have unforgettable content, how do you create memorable context?

Solution: More Contact! Vaynerchuk explains that “more contact means more sharing of information, gossiping, exchanging, engaging—in short, more word-of-mouth.”

What you need to have: Established credibility and trust among patrons.

What you need to know: Word-of-mouth marketing is an extremely credible source of marketing because recommendations are made without personal gain.



PRACTICAL TOOL

TWITTER

Twitter functions on the “word-of-mouth” platform. Tweeters engage, exchange, and share information at a rapid pace and the result is that your information becomes viral. Twitter’s “Retweet” feature also allows user’s to **ADVOCATE** for your brand and essentially endorse an idea. So collect your thoughts, condense them into 140 characters, and **SHARE!**

TWITTER TIPS

1. Avoid pushing information; keep it personal:

- Ask Questions
- Answer Questions
- Encourage Questions
- Host Contests
- Entertain a Debate
- Be Spontaneous!

2. Use the 140 characters to your advantage.

- Your tweets should be clear, concise, informative, and meaningful.

3. Establish a relationship.

Answer Tweets.

4. Use the “Favorites” feature.

- This will allow you to keep positive tweets and encourage positive word-of-mouth.



CASE STUDY

Such Tweet Sorrow

400 years ago, William Shakespeare would have never imagined that *Romeo and Juliet*, his story about a pair of star-crossed lovers would become a story about two star-crossed Tweeters. Twitter has become more than just a communication tool. In 2010, the Royal Shakespeare Company hired six actors to adapt this classic into a 21st century drama. The actors adopted their characters’ personas and tweeted from their perspectives for five weeks. Audiences were able to engage with the characters and influence the way the story was told. It attracted a global audience and international notoriety.

CASE STUDY

Twitterdammerung

In 2009, The Royal Opera House tried to make opera a more accessible art form by hosting a 20-minute Twitter opera. John Lloyd Davies, director of Twitterdammerung, pieced together tweets to create an exciting dialogue. The one weekend event attracted over 1,000 people and was described as “witty, funny, and enjoyable” by patrons.

5. “Can you hear me now?” Use Mobile Marketing to Reach Your Audience

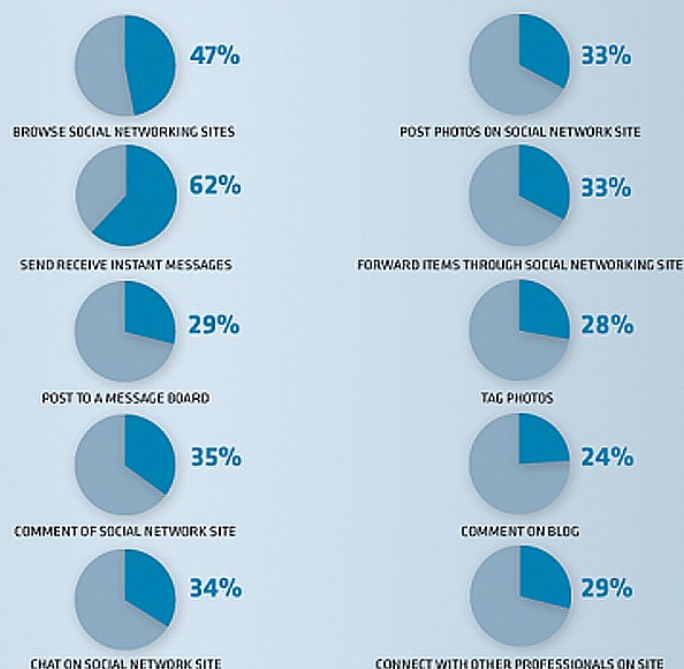
“Mobile has become so pervasive in our society in how someone will engage that a brand marketer has a pretty good guarantee that they will stop what they are doing and respond – that is incredibly powerful..”

Mike Wehrs, CEO,
Scanbuy

HOW ARE PEOPLE
USING SOCIAL MEDIA
ON THEIR MOBILE
DEVICES?*



*PERCENTAGE OF 500 PEOPLE STUDIED WITH MOBILE PHONES USED TO GO ONLINE



WHAT YOU NEED TO KNOW

Why is mobile marketing so crucial?

Mobile devices are everyone's main mode of communication. The dawn of mobile apps and websites created an increased demand for instantaneous gratification and real-time news. Marketers realize that they need to jump on the real-time bandwagon or be left behind!

Why is mobile marketing crucial for arts organizations?

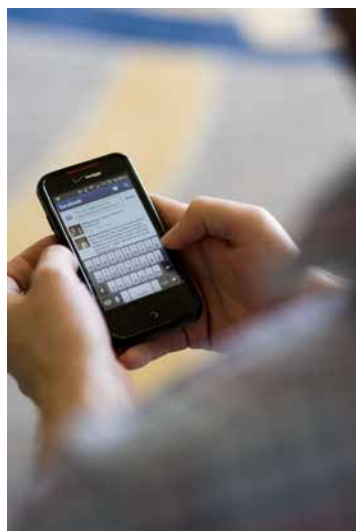
Today, everyone wants the world at their fingertips. In many ways, that is now possible. With that said, patrons are going to begin to expect that every organization has a mobile presence, whether it is a mobile friendly website or a mobile app.

Why should you invest?

Besides being a major audience engagement tool, mobile marketing can be cheap and user-friendly. It offers the most efficient and effective solutions for reaching a local or a global audience on a very personalized level.

CASE STUDY

“MEanderthals”



The Smithsonian

Natural History Museum used QR codes for their “MEanderthals” campaign.

Museum goers would use their smartphones to take a picture of the QR code. The QR code would link them to a site where they could upload a picture and see themselves as a Neanderthal.

The Smithsonian thus provided museum goers with a free memento and a uniquely personalized experience .

CASE STUDY

Place the Art on the Wall

The Virginia Museum of Fine Arts and the Martin Agency launched a QR (quick response) and AR (augmented reality) campaign to promote the arts in regional cities. Through the use of QR codes, they were able to turn civic spaces and abandoned lots into art galleries. People would use their smartphones to capture the QR code. The QR code would use augmented reality technology to allow the smartphone user to view a virtual object in real space. The result: a beautiful work of art would “appear” as if it is hanging in the space where the user is standing.

PRACTICAL TOOLS

SMARTPHONE APPS

Make your brand more accessible to your patrons by turning your mobile website into a mobile app. You can steer your users towards useful and pertinent information or provide them with coupons and promos.

Looking to promote an event?

Guidebookapp.com is a free resource to help improve your guest’s overall experience. Your guests can access an event, festival or season schedule from their smartphone.

QR CODES & How to Use Them

“Quick Response” codes allow you to link your audience to your website, a promotion, a coupon, or a video. The possibilities are endless, *if you use them correctly*. If you are going to use to QR code in your marketing strategy, Make sure:

- **The QR code is worth it:** your audience should benefit from the technology : make sure it scans to a mobile friendly site with valuable content, such a video, a coupon, or a deal that a patron could not get elsewhere.
- **The QR code is accessible :** No one will scan your QR code in a location with no mobile service, such as subway stations, billboards, or airplanes.

Where To Start?

Use QRstuff.com to create and print your QR codes. Once printed, post them around your museum, your neighborhood, or on the back of your brochures.

LOCATION BASED SERVICES & GEOLOCATION

Location Based Services encourage consumers to explore the world around them. Users check in at various locations in order to gather more information, find coupons, or obtain a reward.

Looking to build a long-term relationship?

Use Facebook Places, Foursquare, and Gowalla to build loyalty programs and strong customer relations.

6. Mind the Three M's: Manage, Maintain, & Monitor

*“**Consistency** is absolutely essential for a brand as this helps to deliver trust and confidence for the consumer or investors, as well as clarity of purpose and positioning of the corporation in the marketplace.”*

Art Version

Maintaining and monitoring your website, blog, and social media sites reminds you to share messages that are consistent with your goals, mission, and identity. It is important to remember to integrate your messages across all mediums. Your offline messages should reflect your online messages, and vice versa. When you send out frequent, integrated, and engaging messages, your audience will not only increase, but remain loyal.

Since you have created a trusted space for your audience to share their thoughts with you, it is likely that they will be honest and open with their comments. It is imperative that you manage your site, respond to their questions, and remedy their concerns quickly. Their candid responses may actually inform you of problems that you may have been unaware of. Look at the good and the bad with equal measure.



Checklist

- ☐ Are you monitoring what visitors say on your website? Remember to keep your brands message, mission, and identity in mind. Keep it consistent.
- ☐ Are you replying to your Twitter followers, responding to your Facebook messages, and checking blog comments? Maintaining a relationship is a two way street. Make your followers feel like they are a part of a conversation.
- ☐ Are you sharing information, posing engaging questions, and being creative once a day? Keep your followers engaged.
- ☐ Are you using web analytics? Google Analytics or Facebook Insights can track your traffic and the volume of responses you receive.
- ☐ Are you using Google Alerts? Google Alerts allows you to track the amount of times your brand is mentioned.
- ☐ Do you know how many people visit your site per month? This is usually the first question patrons, sponsors, or consultants ask.
- ☐ Are you keeping up to date with your CRM Software? New CRM Software has the capacity to be completely customized to your organization.
- ☐ Are you routinely gathering information about your audience's demographics?
The best way to tailor your marketing efforts is to know your audience.
- ☐ Have you researched mobile apps to engage new audiences? In order to stay relevant , you have to utilize new technology.

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