

Build Your Audience & Increase Sales

Straightforward Management & Consulting

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Outcomes

1. Remove the marketing stigma
2. Identify and message your marketing resources
3. View resources through common models/plans
4. Select practical applications

WHAT WILL YOU

DO DIFFERENTLY?

Note: This is NOT a lmgtfy session!

A Simple Equation

“For small businesses, artists, and entrepreneurs, the only metric that matters are sales... it’s not about ‘the community’ it’s about your customer.”

- B.J. Mendelson, *Social Media Is Bullsh*t*

“By the way, if anyone here is in advertising or marketing... kill yourself.”

- Bill Hicks, comedian and social critic

$$\text{Marketing} = \frac{(\text{Art} * \text{Resources} * \text{Time} * \text{Intention} * \text{Guests})}{\text{Inertia}}$$

Who am I?

Individual artists can answer this question better than organizations... but we all have trouble with this individually and should expect it organizationally.

Consider yourself or your organization and aggregation of your resources. Who am I? To a customer, you are what you provide to them.

EXERCISE

Resource Mapping

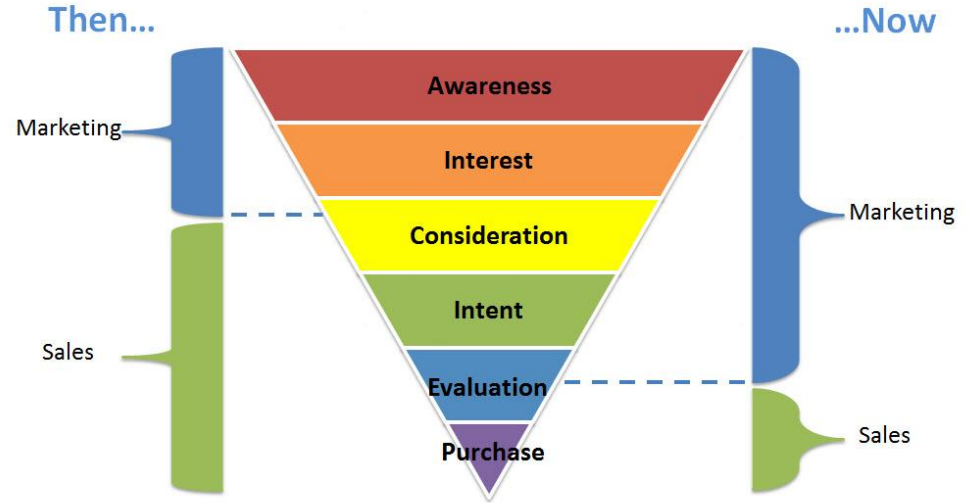
You are what you offer

Artists & People	Spaces (Broadly Defined)	Tangible Things	Experiences / FEELINGS

Where am I?

ALL MARKETING CAN BE PLACED HERE

The New Marketing & Sales Funnel



<https://stevepatrizidotcom.files.wordpress.com>

What am I?

YouTube... What?

Second largest search engine after Google

Storytelling platform lends itself to... storytelling

Owned by Google: intuitive, heavy analytics, helpful

POWERFUL



What are you? You are your story.

EXERCISE: My story:

We want to start a conversation with people
about_____.

When you think about our art, the first three things that
come to mind are_____.

Our art stands for_____.

My customers:

Once they have seen/learned more about our art they
will come back because_____.

We grow our customer base by _____.

Our content inspires people to _____.

Who cares?

You know who you are.

You know the story you want to tell.

You even know how to tell it.

Who do you tell it to?

WHO CARES?

Who are my customers? To what do they respond?

First a plea:

Please know your audience:

Audience surveys/studies, Census.gov, industry associations (Theatre Facts, The Broadway League, TRG Arts Communities, etc.), Score.org, SBA.gov, your Google Analytics, your Facebook fans, Wallace Foundation material.

Don't use your perceptions! And do this periodically for trend analysis: we're getting older, we're getting younger, we're expanding new to file in new geographies, etc.

With whom am I speaking?

EXERCISE

To thine own customer be true. Add arrows for trends.

"Core"	PERCEPTION	REALITY
Age		
Income		
Gender		
Geography		
Education		
Ethnicity		
Etc...		

Your value proposition

Combine who you are, with whom you communicate with how you serve into a distilled point.

This is NOT a mission statement. It is instead:

“an innovation, service, or feature intended to make a company or product attractive to customers.”

Your value proposition



EXERCISE

Draft your value proposition -- organizationally, programmatically or even crudely and transactionally:

“Wealthy, older, white women come to us for entertainment and social affirmation from their peers.”

“My mostly male millennial friends from my fraternity attend my performances to satisfy their duty to me to feel cool and culturally connected.”

40 year old Latino males love Morrissey . Why?
(<http://www.ocweekly.com/music/their-charming-man-6426051>)

Keep this candid and confidential. This is the crude core of your marketing plan =

Art * Resources * Time * Intention * Guests

Break

Question: If you had to cut 20% of your resources out of your job or department. Where would you do it?

Pareto Principle: 80% of the effects come from 20% of the causes.

OR

Our art should always _____.

Our art should never _____.

If a new customer were to describe us in a sentence, they would say _____.

Stock Your Arts Marketing Tool Kit

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Recap

You're now rid of the all-marketing-is-sales fallacy.

And you've mapped out your marketing resources, identified to whom they're relevant and determined a value proposition to make towards that potential customer.

Anyone else feeling like this is all too academic?

HOW DO I PRACTICALLY APPLY THIS?

Traditional Model

Advertising and PR

1. Run multiple overlapping campaigns: organizational/branding + programmatic + transactional.
2. Long-term, annual, ad-hoc
3. Basic annual-budget marketing
4. Consistent
5. High inertia (inflexible) but boards and bosses love it.

Traditional Application

Bloomberg/AIM/DeVos/Kaiser Approach

- The Cycle
- Long-term planning, smart programming, punctuated tentpole events
- Synergy between paid and earned communications, marketing and development, artistic and board/admin, etc.
- “Layered” campaigns: PR, analog ads, social (paid and organic), digital, etc.

ADVERTISING FOCUS

Portfolio Model

“B2B” or “Portfolio” Approach

- High lifetime value customer or high potential first transaction amount
- Intense and costly staffing (mostly sales and hopefully retention) effort
- Basic computation lead to emphasis on “leads:” total number, qualified, progress through funnel, etc.

AKA “Renewals” (Fundraising and Marketing) Right?

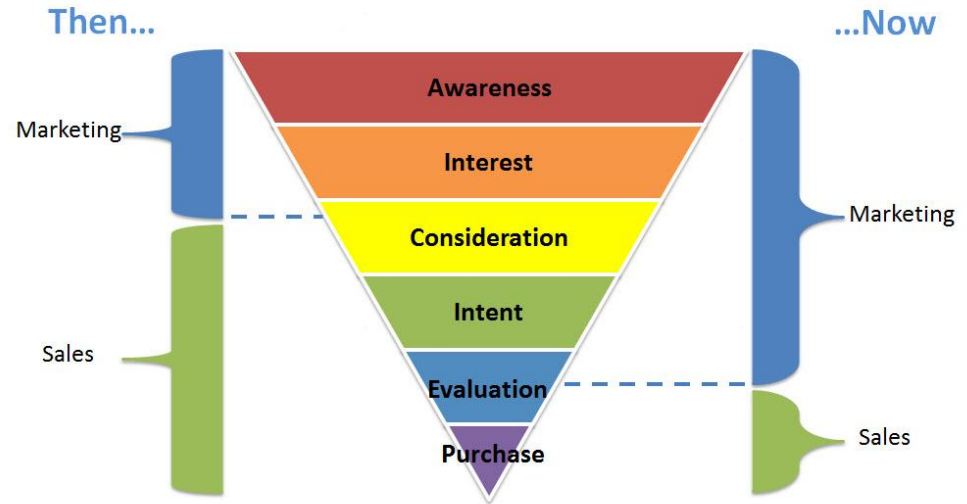
RELATIONSHIP BASED

THINK FUNNEL

Portfolio Application

Loyalty, Branding, Fundraising Lives Here

The New Marketing & Sales Funnel



<https://stevepatrizidotcom.files.wordpress.com>

DIY Application

Do It Yourself

- Typically digitally-focused
- Includes social
- Frequent outsourcing at higher budgets or when expertise is lacking
- Strong ROI
- De-emphasis on traditional advertising methods
- Trans(actions) emphasized; relationships (oddly enough) de-emphasized
- Flexible budget

QUICKLY HITS “CEILING”

Agile Development Model

“Agile development describes a set of principles under which requirements and solutions evolve through the collaborative effort of self-organizing cross-functional teams. It advocates adaptive planning, evolutionary development, early delivery, and continuous improvement, and it encourages rapid and flexible response to change. These principles support the definition and continuing evolution of future methods.”

- Wikipedia

All about MVP - Minimum Viable Product... again, think Pareto Principle

Agile Reporting

Same Reports, Data Changes Over Time

Ad Schedule as Gantt Chart: x(time), y (assets), expand vertically for cost or impressions. Include ROI/performance. Include unpaid (organic social, owned channels, etc.) efforts.

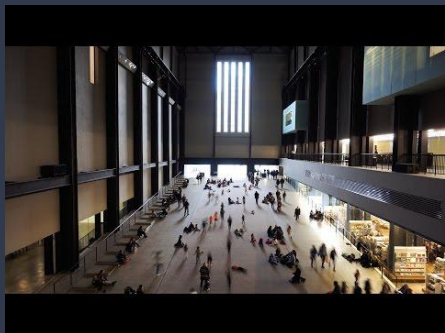
Inventory Management: internal to CRM or report out in excel spreadsheet: Burn Report.

New-To-File & Retention Reporting: good for close-of-campaign and/or end-of-year. Dividing your buys/efforts into these categories: new play, unknown artist exhibit, new initiative, etc. Multi-year renewals, LTV, etc.

Basic Sales Comparison By Minus Day

New Buy: 80/20 rule... spend 20 on something new!

Google Resources & Tools



Content Strategy: Tentpole, core (programmatic), searchable (authority)

Google for Nonprofits: Please spend some time!

- a. G Suite: Free domain emails for nonprofits
- b. My Maps (pins), Tour Builder (Indiana Jones)
- c. Ad Grants: Adwords, Adwords Support, Express
- d. YouTube
- e. Google Trends
- f. Google Analytics
 - i. Down the rabbit hole

Models (taken from morning session) are tools too:












Traditional; Funnel; DIY; “Agile Development”
Organizational Planning Documents, YouTube
Documentation, Your Ticketing System, DADA, IED,
etc.

Facebook Campaign Tools

Do these categories look familiar?

Traffic & Lead Generation

Conversions if You're Sophisticated

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

Facebook Campaign Tools

Keep in mind... all these do are to drive traffic and conversions... don't let this overwhelm you

Format

Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create up to 6 ads with one image each at no extra charge



Single Video

Create an ad with one video



Slideshow

Create a looping video ad with up to 10 images



NEW

Collection

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)



☐ Add a Fullscreen Experience

Add a fullscreen landing page that open instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

Facebook Tips

Early Focus Group Opportunity for Ad Creative Response

Excellent Targeting (Custom Audience) and Lookalike Features

Please target your audience!

Please run your paid and organic Facebook campaigns INTERNALLY (within reason).

Please watch your frequency

Let's talk about CPC and ROI. What is the room getting?

What About...

Questions? Concerns? Arguments? Plans?