

MARKETING BASICS

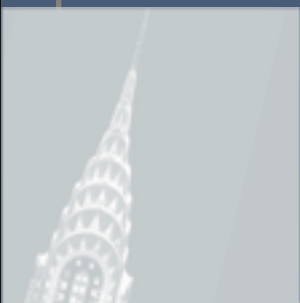
INDIANA STATE FESTIVALS ASSOCIATION

Sean King

Aspire Consulting

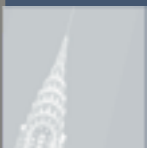
WHO AM I?

- * Small-medium sized businesses and non-profits for 25 years
- * Principal at Aspire Arts & Events Marketing
- * Marketing Chair for Downtown Allentown, PA; Co-Chair of Cultural Coalition of Allentown
- * Presenter for IFEA, AFP, Arts Reach, 92Y, PA Council on the Arts, PA Main Street Program, Michigan Festival & Events
- * Americans for the Arts National Council for Arts Marketing & Audience Development
- * Follow at
 - * aspireartsandevents.strikingly.com
 - * artsmarketingblog.com
 - * Twitter @skingaspire

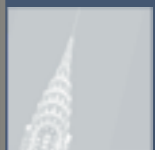


WHO ARE YOU?

- * County Fair
- * Food Festival
- * Street Fair
- * Municipal/City Government
- * Chamber/Improvement District/Main Street Program
- * Other

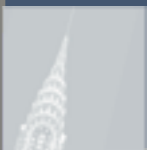


INTRODUCTION TO MARKETING

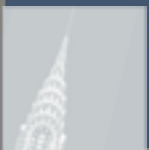


THE FOUR P'S OF MARKETING

- * Price
- * Place
- * Product
- * Promotion



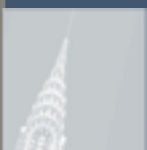
THE AUDIENCE



THE MOTIVATIONS

- * Socializing with Family or Friends 73%
- * Seeing an exhibit or performance 66%
- * Gaining knowledge or learning something new 64%
- * Experiencing high quality art, music, theatre 63%
- * Supporting a community event 51%
- * Seeing a specific individual artist/musician 41%
- * Low cost or free admission 41%

Engage 2020 Study: Greater Philadelphia Cultural Alliance

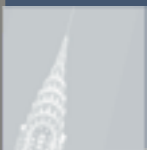


THE BARRIERS

- ✱ Lack of time 33%
- ✱ Cost 38%
- ✱ Location 37%
- ✱ Going alone 22%



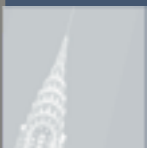
Engage 2020 Study: Greater Philadelphia Cultural Alliance



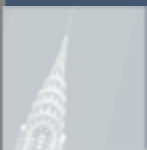
THE COMPETITION

- * Direct Competition
 - * Similar events to yours
- * Indirect Competition
 - * Other leisure activities requiring one to leave the home
 - * All products competing for customer's entertainment dollar

Engage 2020 Study: Greater Philadelphia Cultural Alliance

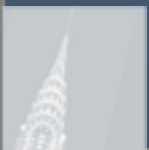


THE MARKET = YOUR AUDIENCE



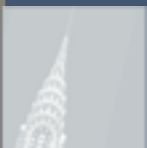
UNDERSTANDING YOUR AUDIENCE

- * Demographics (Age, Gender, Race, Income, Geography, Education, Family Status, Employment)
- * Behavioral (The What and When)
- * Psychographic (The Decision Drivers)
 - * Likes and dislikes
 - * Preferences, Values, Religion
 - * Desires and obstacles
- * Audience Personas



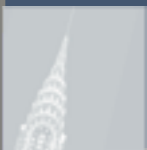
THE MARKET

Generations	Birth Years	Age in 2017
Matures or Silent Generation	1945 and earlier	72 and older
Baby Boomers	1946-1964	53-71
Early Boomers	1946-1955	62-71
Late Boomers	1956-1964	53-61
Generation X	1965-1980	37-52
Generation Y	1981-1991	26-36
Millennials	1992-2001	16-25



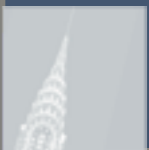
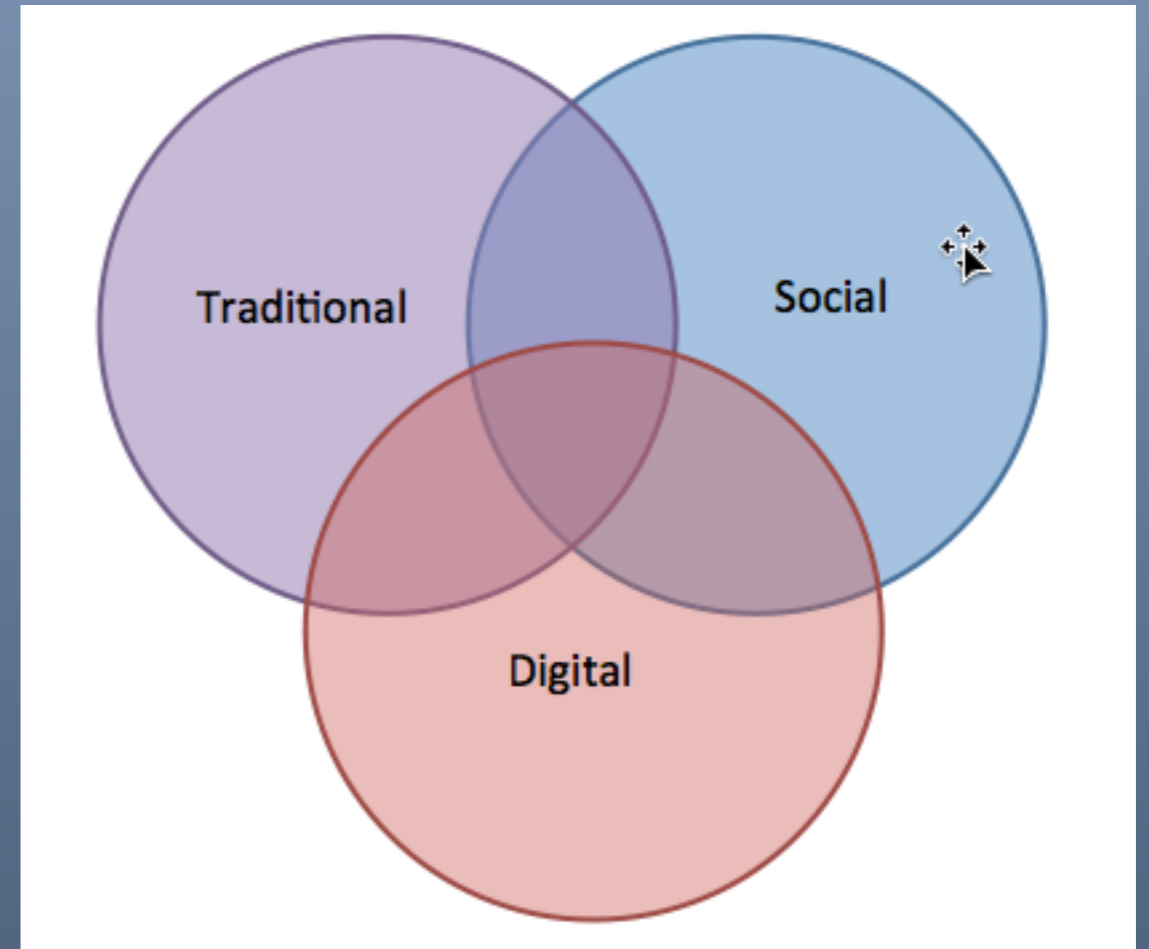
THE MARKET

Generations	Birth Years
Digital Immigrants	
Matures or Silent Generation	Traditional media, mail, growing digital
Early Boomers	Less traditional, digital, mail, email
Late Boomers	Email, Some traditional, mail, email
Generation X	Email, social, digital, mail, traditional
Digital Native	
Generation Y	Social and digital
Millennials	Texting, Digital, Snapchat, Instagram



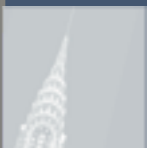
THREE FORMS OF MEDIA

- ✱ Traditional
- ✱ Digital
- ✱ Social



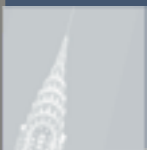
TRADITIONAL MEDIA

- * Print
 - * Newspapers, Magazines
- * Electronic/Broadcast
 - * Radio, Television
- * Outdoor
- * Direct Marketing
- * Collateral Materials
- * Public Relations



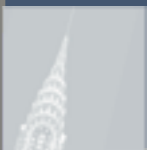
PRINT ADVERTISING

- ✦ Newspapers
 - ✦ Daily
 - ✦ Weekly
 - ✦ Community
 - ✦ Digital Ads
- ✦ Magazines
 - ✦ Monthly
 - ✦ Lifestyle
 - ✦ Events



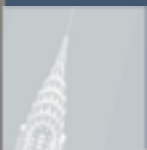
ELECTRONIC/BROADCAST ADVERTISING

- * Radio
 - * Advertisements
 - * Production value
 - * PSA's
 - * Live Broadcasts
 - * Trade
 - * Impact of satellite, digital, streaming



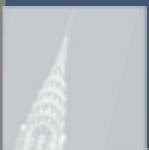
ELECTRONIC/BROADCAST ADVERTISING

- * Television
 - * Local Broadcast
 - * Network
 - * News programming
 - * Local Cable
 - * Channels = Demographic
 - * Advertisement production value
 - * Expensive video production



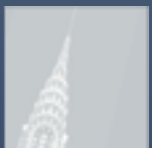
OUTDOOR ADVERTISING

- * Permanent
 - * Traditional, Excessive production costs
 - * Rotating locations
- * Digital
 - * Different sizes, Affordable production
 - * Rotating locations
- * Transit
 - * Big city, Regional Transportation
 - * (i.e. Buses, Mobile trucks)



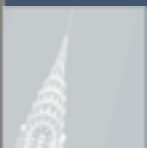
DIRECT MARKETING

- * Direct Mail
 - * Postcards/Flyers
 - * Control costs by managing quantities
 - * Select demographics and geography
 - * Non-profit rates, Carrier route discounts
 - * Cooperative Ad magazines/mailers
 - * Less control; Lower costs



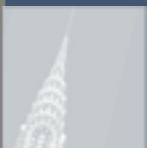
COLLATERAL MATERIALS

- * Posters
- * Postcards
- * Rackcards
- * Palmcards
- * Pro's: Grass roots, Build awareness, Cost effective
- * Con's: Design/Printing costs, Labor intensive



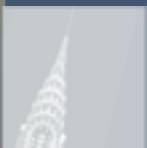
PUBLICITY & PUBLIC RELATIONS

- * Press Releases
- * Press Conferences
- * Media Relations
- * Special Events
- * Collaborations & Partnerships



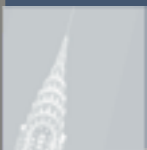
PUBLICITY & PUBLIC RELATIONS

- * Press Releases
 - * Who, What, Where, When, Why and How
 - * Get to the point quickly
 - * Active verbiage and correct grammar
 - * Include a contact person's name, email, phone number
- * Invent creative angles
- * Compelling visuals
- * Consistent pitching



DIGITAL MEDIA

- * Website
- * Email
- * Mobile
- * Paid Ads



DIGITAL

- Website

- Who is responsible?

- Marketing/Communication volunteer

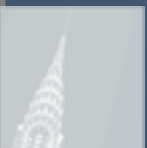
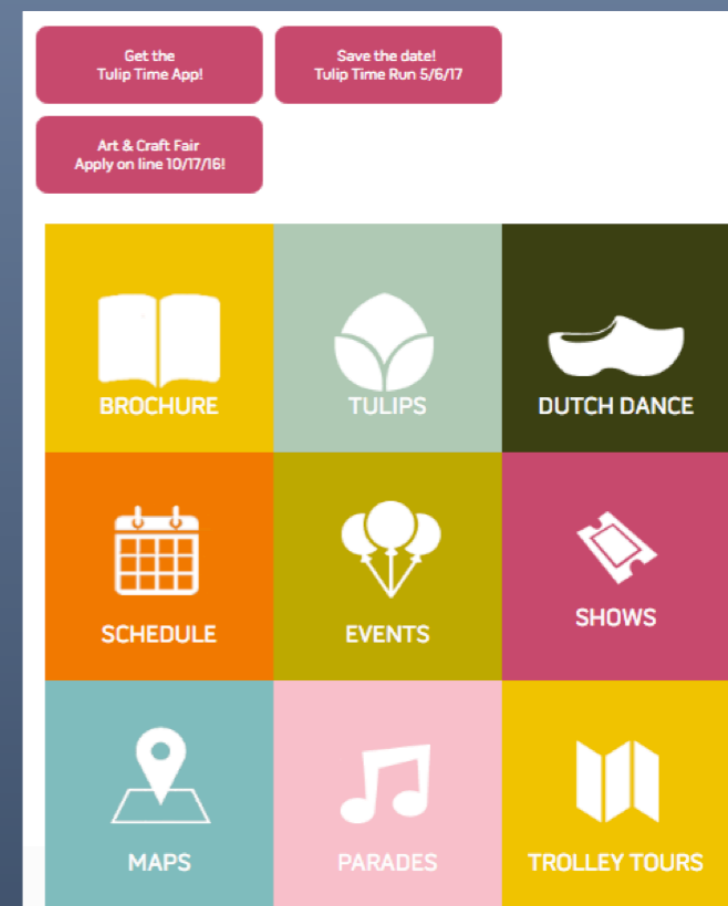
- Partnership with IT firm

- You?

- Design

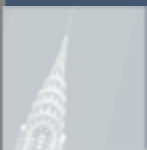
- Free platforms

- Navigation Easy? Links all working?



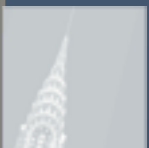
DIGITAL

- * Website To-Do's
 - * Define goals: Informational or Sales
 - * Lead with Basic Information
 - * Keep Website Updated
 - * Promote Your Site
 - * Build Email List from Visitors
 - * Make Sure Website is Responsive



DIGITAL

- * Email To-Do's
 - * Always Be Collecting addresses
 - * Segment your list for offers and news
 - * Include a call-to-action in email
 - * Quality over quantity
 - * It all begins with the Subject Line
 - * Watch SPAM; Provide Value



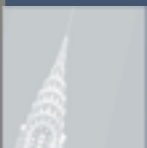
DIGITAL

* Mobile

- * 327.6 million mobile phones in US (CTIA)
- * 60% of people accessing internet
- * 40% of people reading emails
- * Website and Emails must be responsive

* Mobile Apps

- * 90% of time spent on smartphones is spent on apps



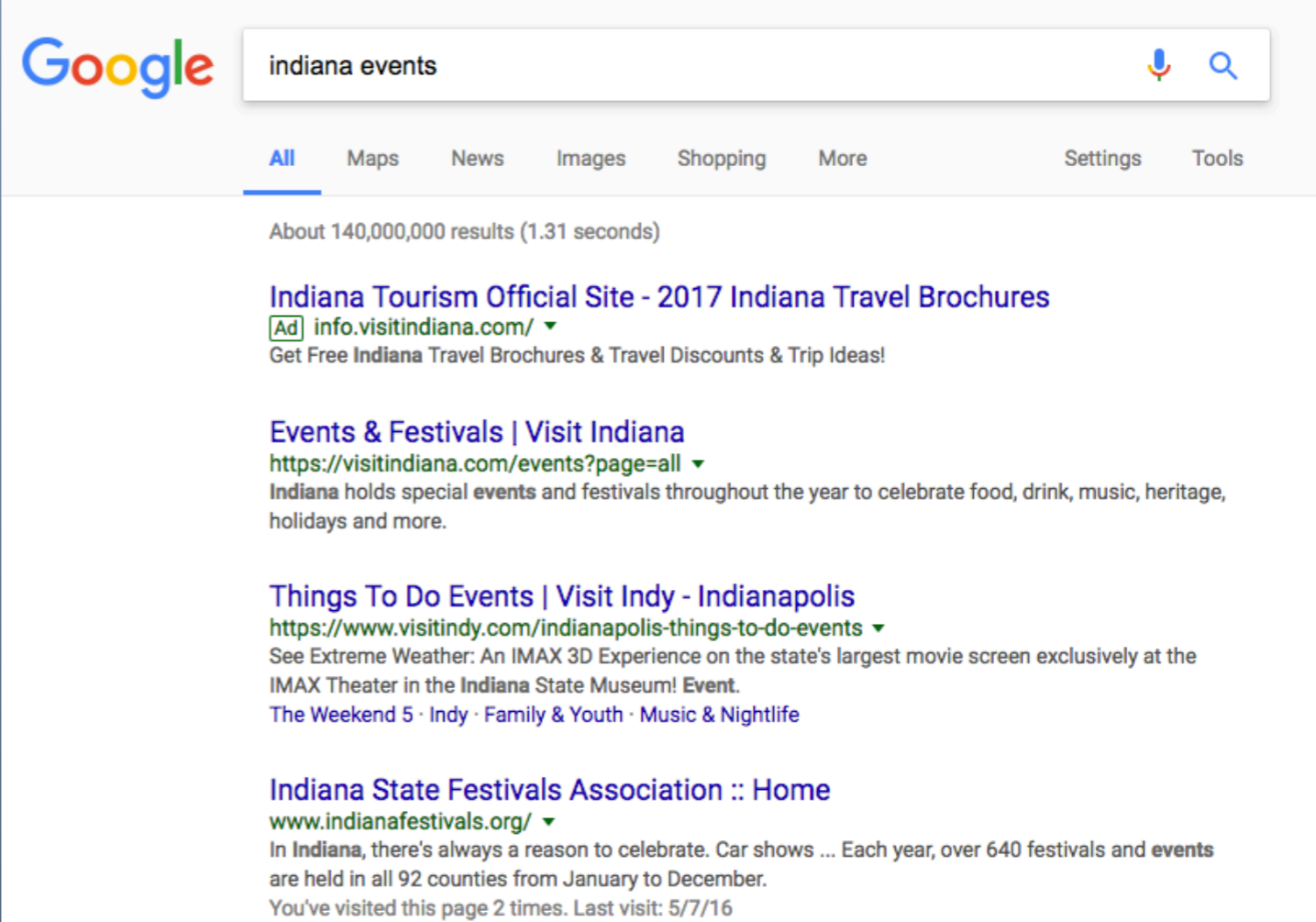
DIGITAL

* Paid Ads

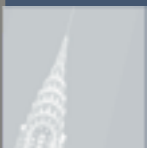
* 3.5 billion Google searches per day

* Search Engine Optimization

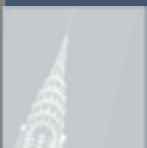
* Search Engine Marketing; Retargeting



The screenshot shows a Google search interface with the query "indiana events". The search results page displays "About 140,000,000 results (1.31 seconds)". The first result is an advertisement for "Indiana Tourism Official Site - 2017 Indiana Travel Brochures" from info.visitindiana.com, with the text "Get Free Indiana Travel Brochures & Travel Discounts & Trip Ideas!". Below the ad are organic search results for "Events & Festivals | Visit Indiana" (https://visitindiana.com/events?page=all) and "Things To Do Events | Visit Indy - Indianapolis" (https://www.visitindy.com/indianapolis-things-to-do-events), which includes information about an IMAX 3D experience. The final result is "Indiana State Festivals Association :: Home" (www.indianafestivals.org/), mentioning that over 640 festivals are held in Indiana each year.



CONDUCTING A MARKETING AUDIT



MARKETING AUDIT

Communication Channel/ Tactic	Primary Audience	Audience Size	Primary Goals/Uses	Primary Calls to Action/ Messages	Frequency
Website					
Mobile					
Email					
Print Marketing					
Media Relations					
Presentations					
Events					
Facebook					
Twitter					
Instagram					
YouTube					
Podcasting					
Blog					
Paid Ads Print					
Paid Ads Digital					
Paid Ads Outdoor					
Signage					
Collateral					

MARKETING AUDIT

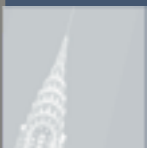
Communication Channel/Tactic	Content Mix	Writing Style/Tone	Writing Mechanics	Microcontent	Design Mechanics	Visuals
Website						
Mobile						
Email						
Print Marketing						
Media Relations						
Presentations						
Events						
Facebook						
Twitter						
Instagram						
YouTube						
Podcasting						
Blog						
Paid Ads Print						
Paid Ads Digital						
Paid Ads Outdoor						
Signage						
Collateral						

MARKETING AUDIT

Communication Channel /Tactic	Branding	Integration	Ease of Production	Other Notes & Considerations
Website				
Mobile				
Email				
Print Marketing				
Media Relations				
Presentations				
Events				
Facebook				
Twitter				
Instagram				
YouTube				
Podcasting				
Blog				
Paid Ads Print				
Paid Ads Digital				
Paid Ads Outdoor				
Signage				
Collateral				

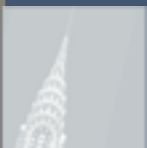
ELEMENTS OF ENGAGEMENT

- * Primary Audience - Main group for this channel
- * Audience Size - How many fans, followers, visitors,
- * Primary Goals - What is your top goal for channel?
- * Primary Call to Action - What are you trying to get done?
- * Frequency - How often are you updating?



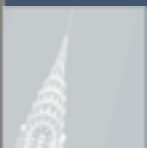
ELEMENTS OF ENGAGEMENT

- * Content Mix - Variety, User-focused, Ratio of CTA to other content?
- * Writing Style - Personality, Consistency
- * Writing Mechanics - Correct, Jargon-free, Length
- * Design Mechanics - Layout, Colors, Fonts
- * Visuals - Photos, Charts, Video



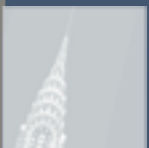
ELEMENTS OF ENGAGEMENT

- * Branding - Is everything consistent?
- * Integration - Is everything connected?
- * Ease of Production - Is it easy to keep up on?
- * Responsibility - Who is responsible?
- * Other Notes & Considerations



TOP 10 MARKETING TAKEAWAYS

- * Remember Marketing is Everything (Four P's)
- * Align media with audience segments
- * Determine baseline traditional media strategy
- * Outdoor & Direct Marketing are unavoidable
- * Use Google AdWords Express to manage digital ads
- * Streamline your website and make sure it is responsive
- * Always be collecting email addresses and phone numbers
- * Think mobile
- * Decide who is responsible for the website design & updates
- * Consider conducting a Marketing Audit



SWOT ANALYSIS

- * Strengths
- * Weaknesses
- * Opportunities
- * Threats