

April.10.2017

**National Arts Marketing Project
Workshop:
Social Media - from Novice to Ninja
"Part 3" – American Ninja Warriors**



This Session's Agenda

- A brief look at the Social Media Marketing Funnel
- Analytics & Messaging
- Practical Work: Build a Social Media Strategy
- Closing & Recap

Funnels Funnels

From the Marketing Funnel to the Social Media Funnel

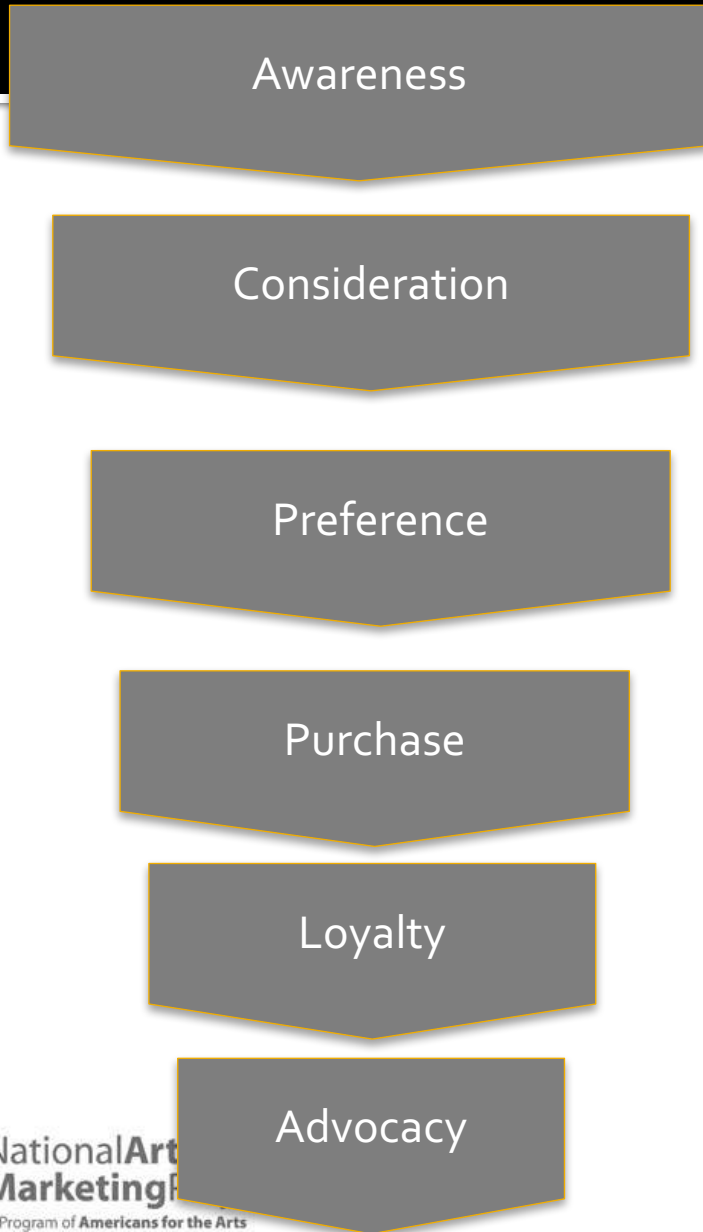


The Marketing Funnel

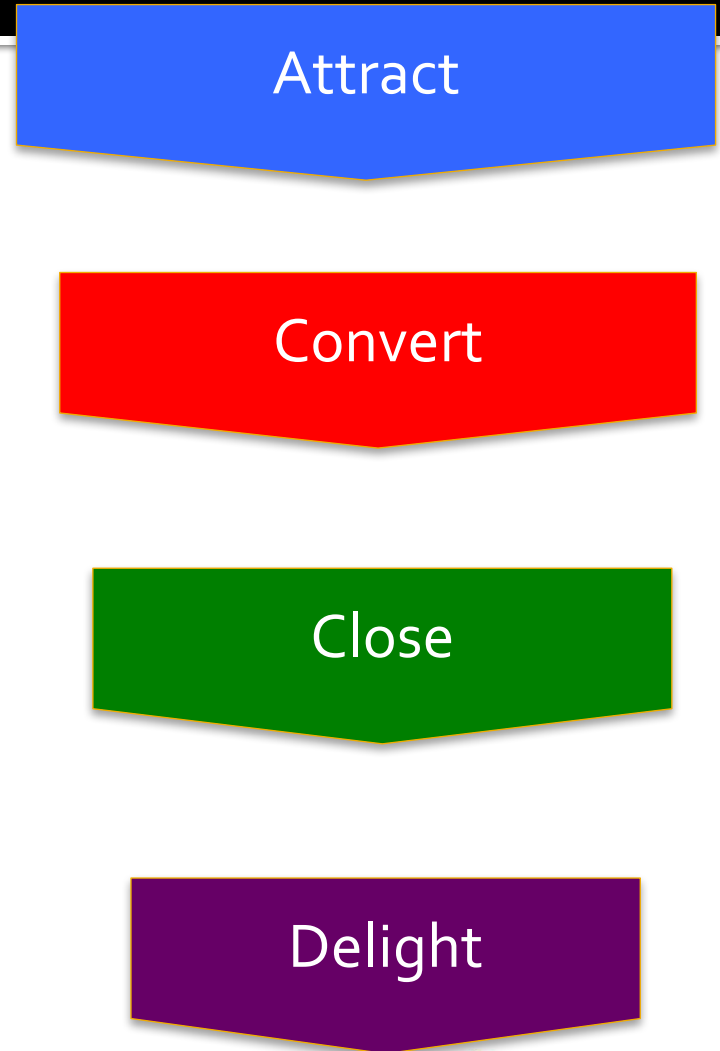
- Understanding the steps consumers go through to hear about, purchase, and tell others about your programs is key.



The Marketing Funnel



The Social Media Funnel



The Social Media Funnel: Aligning to Marketing Goals

Attract

Raise **Awareness**

Convert

Get **Consideration**
and **Preference**

Close

Increase **Purchase**

Delight

Create **Loyalty** and
brand **Advocacy**

Social Media Analytics

- Social media analytics is the gathering of data from social media platforms to help inform us and guide our marketing strategy.



Social Media Analytics

Answers Lots of Questions

"How have my followers grown this month?"

"How many people have we reached this quarter?"

"Which posts perform the best?"

"When are the best times to post to promote shows?"

"How are people engaging with our new online content?"

There are Tools to Help



ICONOSQUARE



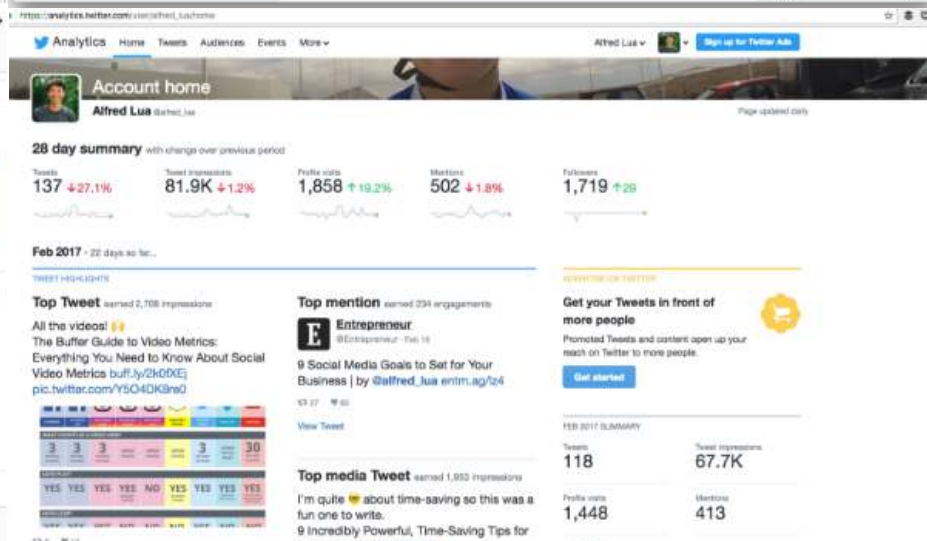
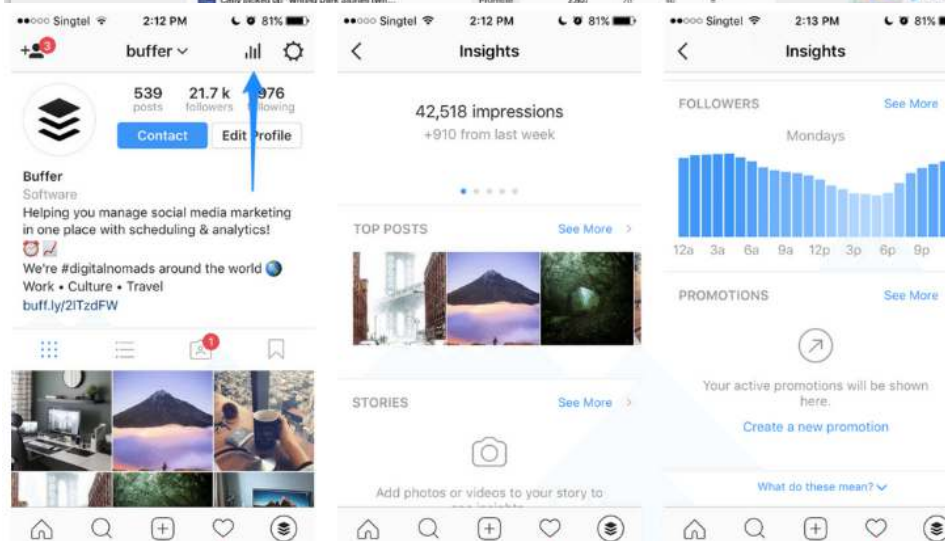
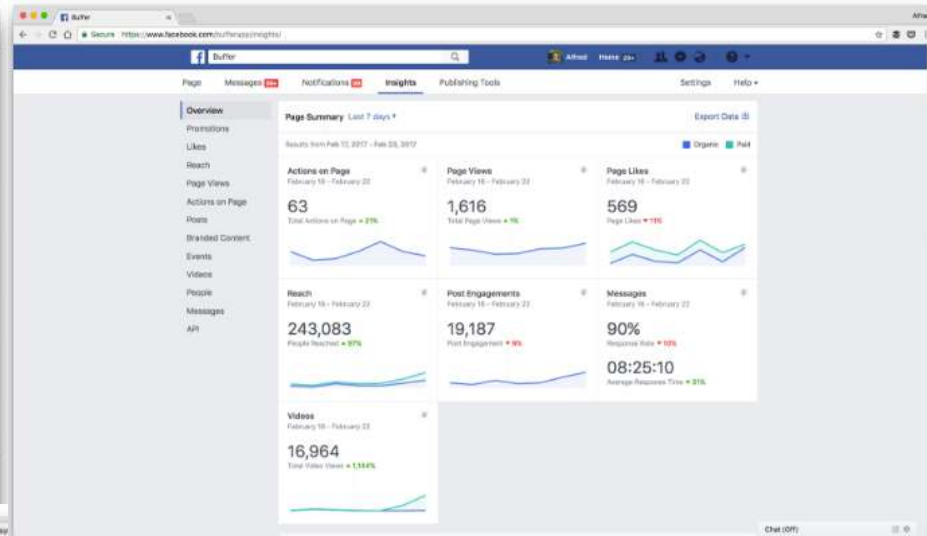
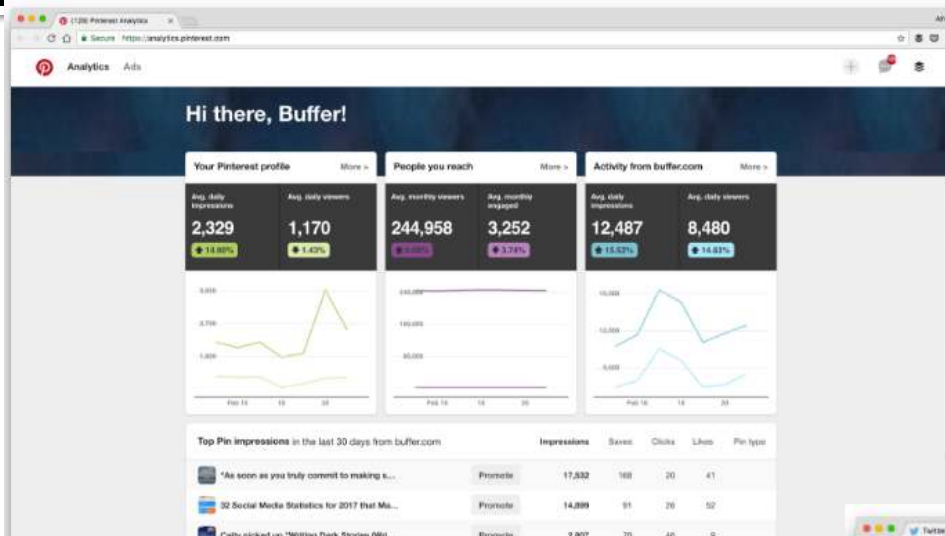
ViralWoot

tweet reach



KEYHOLE

Analytics Dashboards



Social Media Message Development

Millennials



Families



Boomers & Retirees



Donors



Community



Best Social Media
Platforms:

What Matters to
Them:

Desired Action:

Buy tickets, Tell Friends

Attend Saturday
Programs

Subscribe

Donate, Sign up
for newsletter

Become a fan

Tone Of Voice:

Fun, Educated, Cool

Fun, Caring,
Understanding

Mature, Educated,
Sophisticated

Professional,
Confident

Sincere, Relatable,
Caring

Key Metrics:

Once You Develop Messaging: Test It

A/B Testing

- Test Social Content, Layout, Imagery
 - Readability, ad formats
- Test Audience Types
 - Location, Interests, Behaviors
- Test Time of Day, Device, Connection
 - Mobile vs. Desktop, weekdays vs. weekends

Building a Social Media Strategy

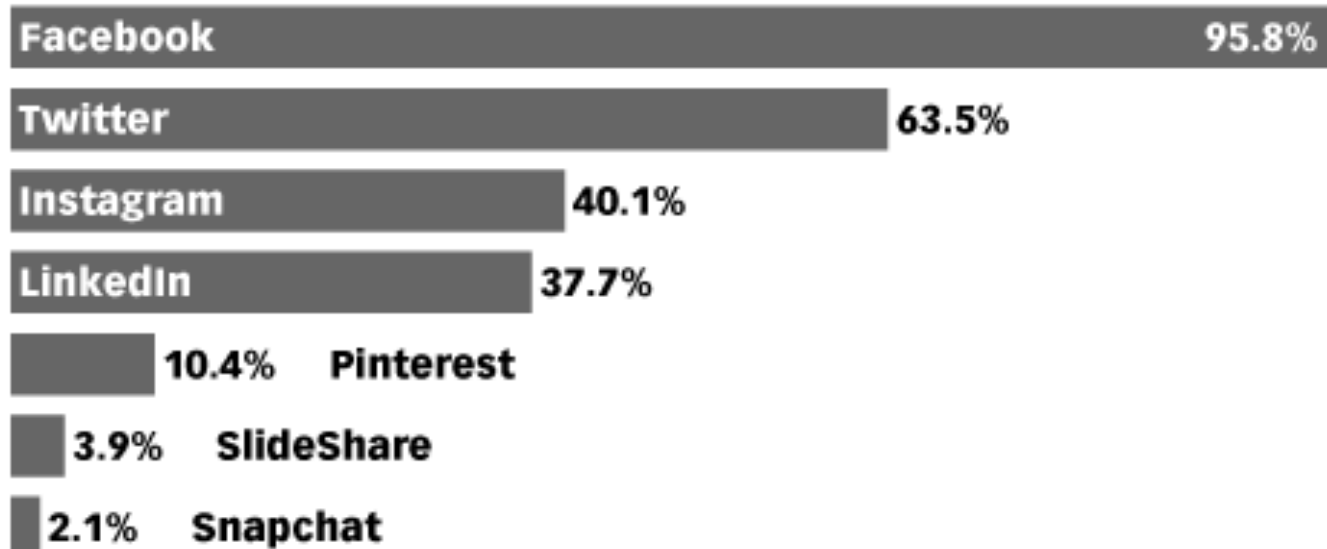
Research, Goals, Metrics



Social Media ROI

Social Media Platforms that Produce the Best ROI According to Social Media Marketers Worldwide, March 2016

% of respondents



Note: n=456; respondents chose up to 3

Source: Social Fresh, "The Future of Social" in collaboration with Firebrand Group and Simply Measured, April 21, 2016

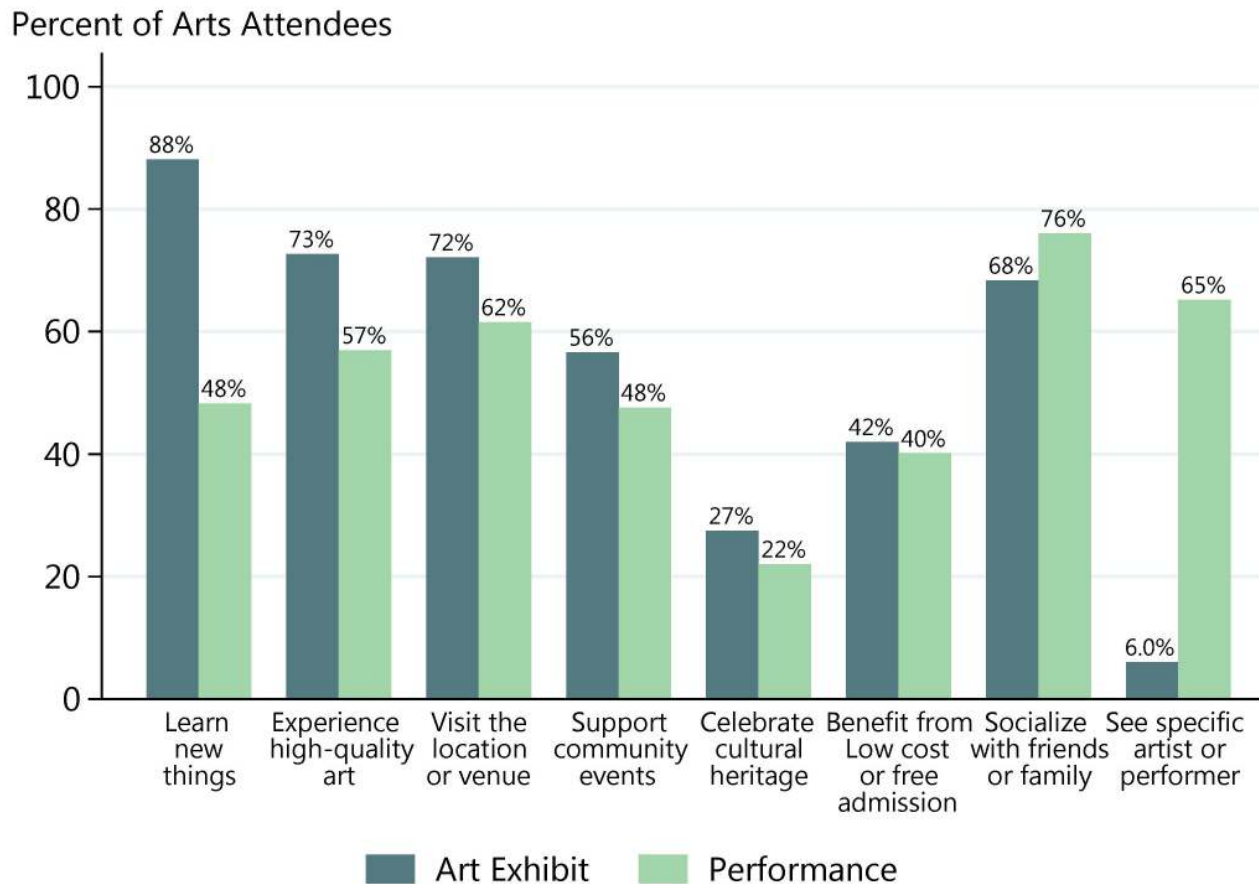
Arts Attendance Trends: “When Going Gets Tough” (2014)

- **Top Motivators:**
 - **Socialize** with friends and family
 - **Learn** new things
 - **Experience** high quality art
 - **Support** the community
- **Top Barriers:**
 - Lack of time
 - Cost
 - Venue being difficult to get to
 - Having no one to go with



What Motivates Arts Patrons: “When Going Gets Tough” (2015)

Figure II-2. Percentage of U.S. Adults Who Attended the Visual and/or Performing Arts in the Past 12 Months, by Most Recent Event Attended and Motivation for Doing So (2012)



Motivations & Barriers: Culture Track 2014 Study

“Reasons to make culture part of one’s life”

- The younger the patron, the more likely they are to view cultural activities as a way to escape everyday stress, and rejuvenate
- Gen X patrons view cultural activities as a way to introduce culture to the family

Motivations & Barriers: Culture Track 2014 Study

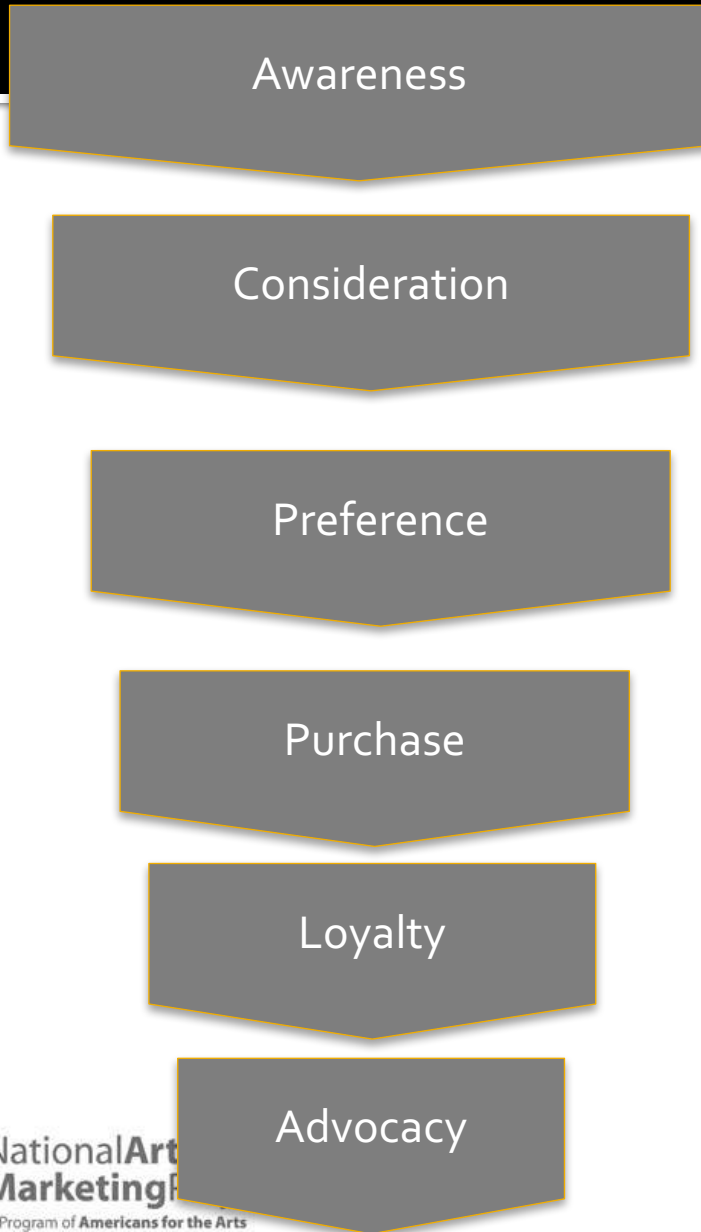
Overall Trends For Engagement

- The subject matter is the most important factor influencing cultural engagement
- Cost of the event, interest from friends and family, and recommendations from their inner circle were also worth noting

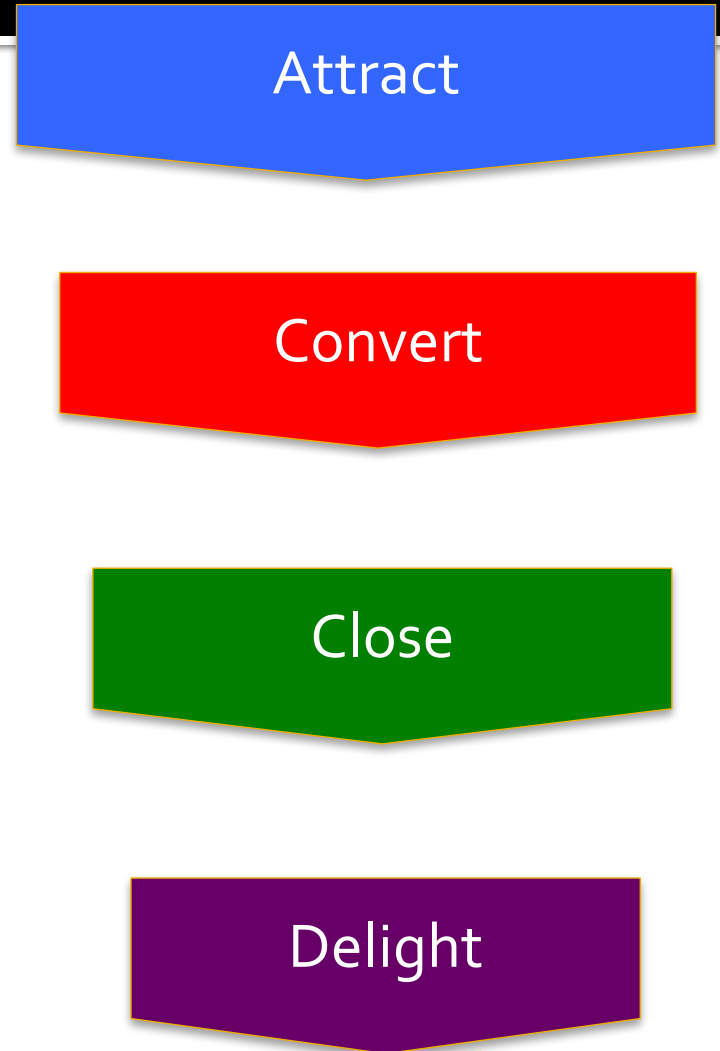
Where To Start

1. Start with your **Marketing Strategy & Goals**
2. Conduct a **Social Media Audit** and decide which platform makes the most sense for you
3. Develop **social media goals** that support your Marketing goals

The Marketing Funnel



The Social Media Funnel



The Social Media Funnel: Aligning to Marketing Goals

Attract

Raise **Awareness**

Convert

Get **Consideration**
and **Preference**

Close

Increase **Purchase**

Delight

Create **Loyalty** and
brand **Advocacy**

The Key is Choosing the Right Metric for your Social Media Goal

Attract/Awareness

Impressions, Likes,
Unique Visitors, etc.

Convert/Consideration/
Preference

Traffic, Clickthrough
Rate, Video Views, etc.

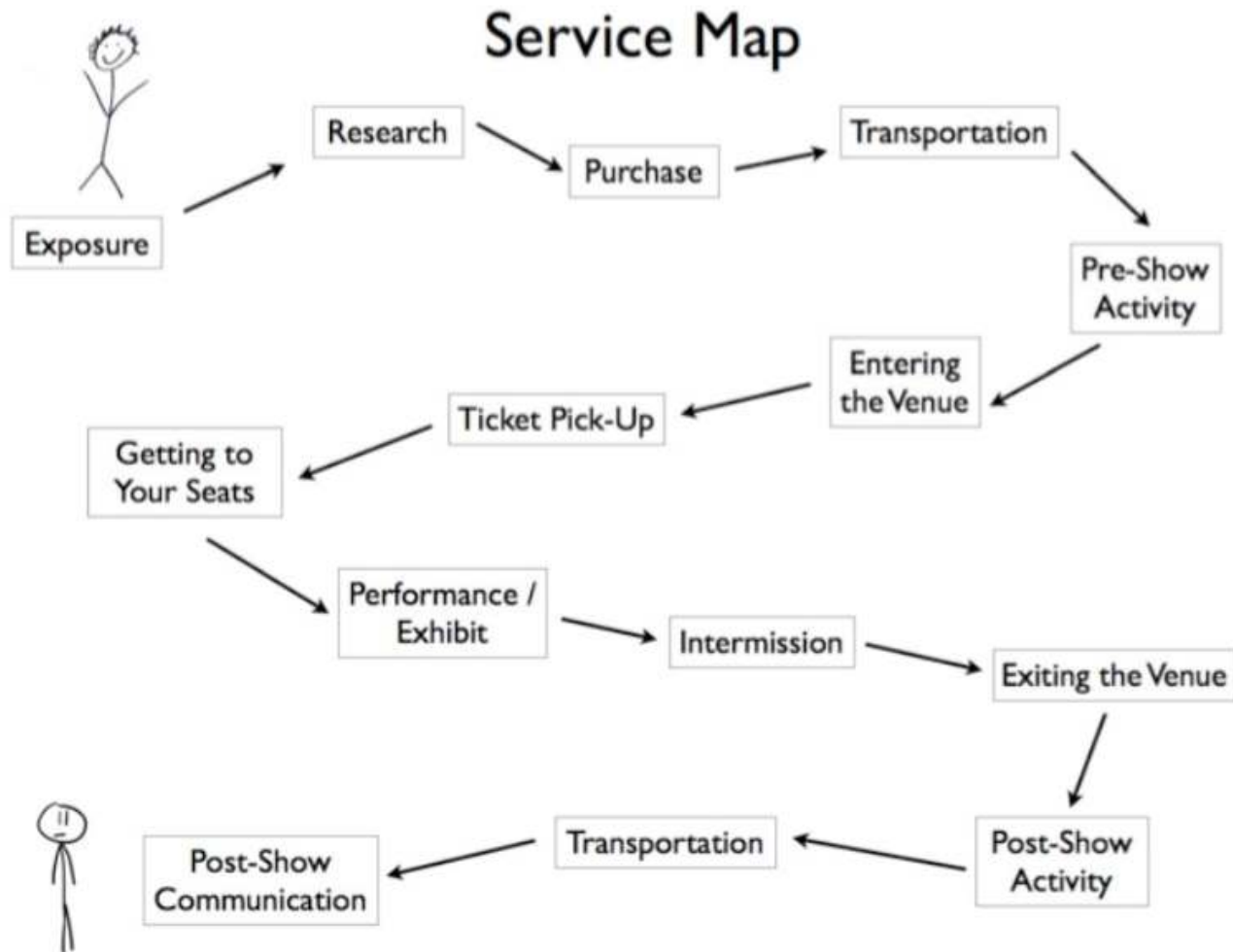
Close/Purchase

Ticket Sales,
Downloads, etc.

Delight/Loyalty/
Advocacy

Shares, Mentions,
Check-Ins, etc.

Now Think of Goals & Metrics in Terms of “The Customer Journey”



Breakdown the Journey

1. Before-The-Show

All the activities and steps that a patron goes through leading up to walking into your event

2. At-The-Show

All the activities and steps that a patron goes through when they walk through the doors of your event

3. After-The-Show

All the activities and steps that a patron goes through when the walk through the doors of your event

Exercise: Building a Social Media Strategy

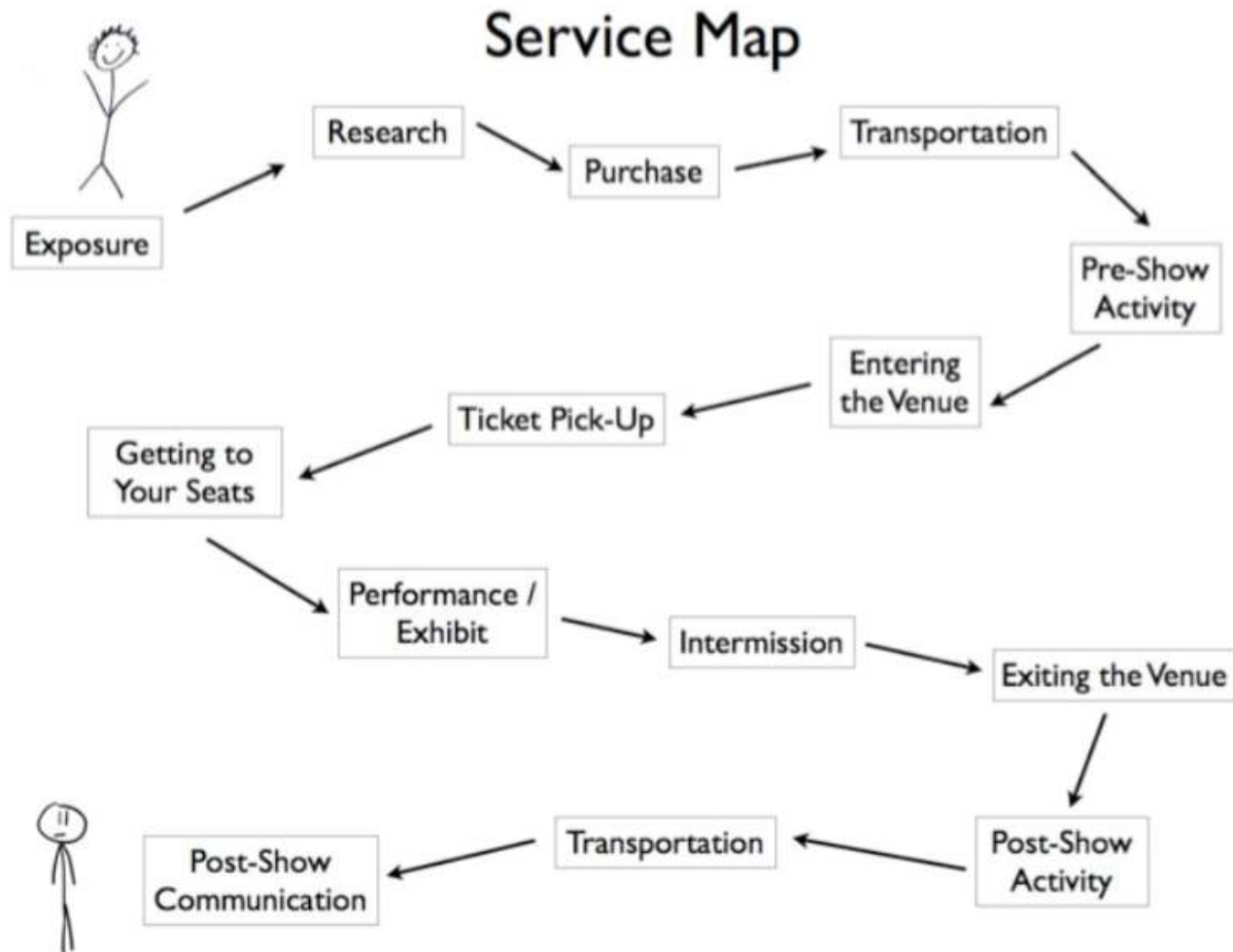
Practical Work

Look at the handout

For the Official In-Depth Template:

<http://bit.ly/BufaloSocialMediaStrategyTemplate>

Now Think of Goals & Metrics in Terms of "The Customer Journey"



Ask Yourself

- Where does your marketing goal fit in the customer journey? Pre-Show, At-The-Show, or Post-Show?
- Where **are all the places** that Social Media can play a part in the customer experience to help you achieve your overall marketing goal?
- What are the specific metrics you would use to help define measures of success for achieving that goal?

Closing & Recap

Things to keep in mind



Recap

- Choosing the right platform is about understanding what each can do for you
- A social media strategy is meant to enhance your marketing strategy, not replace it
- There are many tools to help you manage the major platforms. Use them 😊
- Aligning goals to metrics is key
- Discovering your social media brand voice can give some personality to your brand

Social Media Strategy: Best Practices

- Step 1: Start Small
- Step 2: Listen
- Step 3: Develop Relationships
- Step 4: Leverage Influencers
- Step 5: Align Goals to Metrics
- Step 6: Be flexible

Thank You!

Chris McLeod
www.chris-mcleod.com

