



ARTS MARKETING

The Cultural Product

Cultural products are goods and services that include the arts (performing arts, visual arts, architecture), heritage conservation (museums, galleries, libraries), the cultural industries (written media, broadcasting, film, recording), and festivals.

The experience of a cultural event is COMMUNICATION.

A+B=X Model

The Artist (A) and the Attendant (B) together are creating a unique Arts Event (X).

MASLOW's PYRAMID with the hierarchy of needs applied to the Arts Marketing situation:



The Audience

Market Segmentation

Different ways to segment groups:

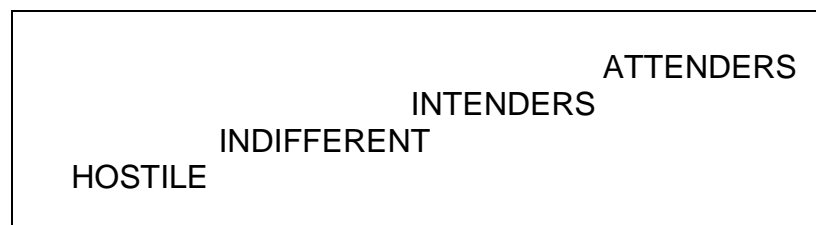
- Factors that influence people's behaviour towards culture, arts
- Personal factors:
 - Age
 - Sex
 - Level of Income
 - Education
- Social factors:
 - Personal values, traditions and habits that are passed on from generation to generation.
 - Social environment – people usually do „what people like me are supposed to do”.
- Psychological factors:
 - Perception. There is a strong filter in people's perception: it defines what they want to perceive and what is being ignored as not relevant.
 - Preconceptions from former experience or from what others say.
 - Personality. Individual likes and dislikes.

Motivation

Different kinds of motifs, what people expect from an arts event:

- Entertainment – relaxation, enjoyment, escape from everyday life – a celebration.
- Social life – meeting friends and acquaintances, be a part of a social gathering.
- Personal development – self-education, new horizons.
- Psychological needs – catharsis, escape from reality, delve into another world .
- Spiritual experiences – transcendental experience, aesthetic enjoyment, widened perception .

Attitude Ladder



Segmentation of the audience according to its readiness to attend an event:

- *Innovators (risk-takers)* – 3%
- *Early adopters – early birds* – 13,5%
- *Early majority* – 34%
- *Late majority* – 34%
- *Laggards* – 16%
- *Non-adopters*

Arts Marketing Planning

Benefits of having a marketing plan:

- A structure;
- A long-term perspective;
- Better co-ordination of actions;
- Avoids duplication of resources;
- Better communication;
- Fewer bad decisions when taken by surprise;
- Better anticipation of change;
- More flexibility and less vulnerability to the unexpected.

Planning Steps

1. ANALYSIS

– *Where are we?*

Internal Audit

- What is your mission and main goals?
- SWOT analysis (strengths, weaknesses, threats and opportunities)
- Your marketing successes within the last 12 months.
- What are your usual marketing activities.
- What are your marketing resources.

External Audit (Marketing Research)

First you have to ask yourself some questions:

- What do we want to know?
- What are the problems?
- What information do I need?
- How can we get this information?

Choose of the research method

- **Qualitative method** (fokus groups, group discussions, interviewing individuals in depth about their motivation, reaction, perception).
- **Quantitative method** (questionnaires, ticket sales reports, who does/does not attend events).

Use existent data (statistics, ticket sales reports, data basis) or collect your own data by using.

- **Observation** - experiment, interviews, questionnaires.

Character of the information:

- Audience research;
- Customer satisfaction research;
- Motivation research;
- Competitors research;
- Product research;
- Price research;
- Advertisement effectiveness research (monitoring).

2. PLANNING

7 tasks to do your Marketing Plan:

1) The aim of your Marketing activities

Think backwards – what do you want to achieve in 10, 5, 3, 2 years, next month?

Set the goals and define the long-term strategy. Goals can be set in numbers or percentages, or in figures in terms of income.

Goals have to be SMART – Specific, Measurable, Agreed, Realistic, Time-constrained.

The strategy is worked out to reach these goals.

2) Your competitive advantages

USP – Unique Selling Proposition

Find simple words that stress the uniqueness of the product that makes it stand out from the masses and other products.

3) Define your target groups

4) Your chosen Marketing tools (can be a long list).

5) Define your niche in the market.

6) Define your identity

Your real face – be honest.

- 7) Your marketing budget.
usually some % of your gross income.

Marketing tools

FIVE simple questions:

WHAT, WHERE, WHEN, WHAT TIME and WHY? (and maybe – **HOW MUCH DOES IT COST?**)

At least one of these five things are often forgotten!

Some Marketing tools to promote your arts product:

- Attitude. Your own attitude is the first thing everybody notices.
- Excellence in everything you do.
- Customer care.
- Fusion marketing.
- Collect credentials – positive feedback.
- Authority - out of competence.
- Generosity – share your time, advice and information.
- Networks – both physical and digital.
- Engagement in your community.
- Your competitive advantage as part of your identity.
- Your Online presence.
- Your Homepage.
- Direct marketing – word-of-mouth.
- Mailing-lists – based on your data-base.
- PR – Public Relations and Media Relations.
- Printed material.
- Special offers.
- Advertising.
- ...

3. COMMUNICATION

- Communicate your plan within the organisation, gain maximum support for the plan by involving everybody in the development of the plan.
- This marketing plan has to be put in simple words on one sheet of paper!

4. IMPLEMENTATION AND MONITORING

No action – no results!

Act according to your plan!

The plan should be valid for 1 year and monitored every 6 weeks.
Always be ready to adjust your activities according to the actual situation.
Be patient, don't expect immediate results, marketing is a long-term investment that will pay back later. But don't wait too long.

10 important factors to implement your Marketing Plan creatively

1. The goal – a clear vision for the next 3, 5, 10 years.
2. 7 sentences plan.
3. Define a person that will lead you to the goal – usually it is YOU!
4. Timing – set a realistic start date and work out a time-plan (as a promise to yourself).
5. Define your marketing tools that will effectively lead you to your goal!
6. Be flexible, quick, up-to-date.
7. Know your competitors and your target group.
8. Evaluation – constant monitoring to optimize your tools.
9. Strength – be farsighted enough to envisage problems – coincidences and the unexpected and have the inner strength to manage them.
10. Know exactly what your next step is.

CREATIVE MARKETING NEVER ENDS!

It is a process with a start and a middle, but with no end.

Start NOW and NEVER STOP.

“Many of life's failures are people who did not realize how close they were to success when they gave up.” (Thomas Edison)